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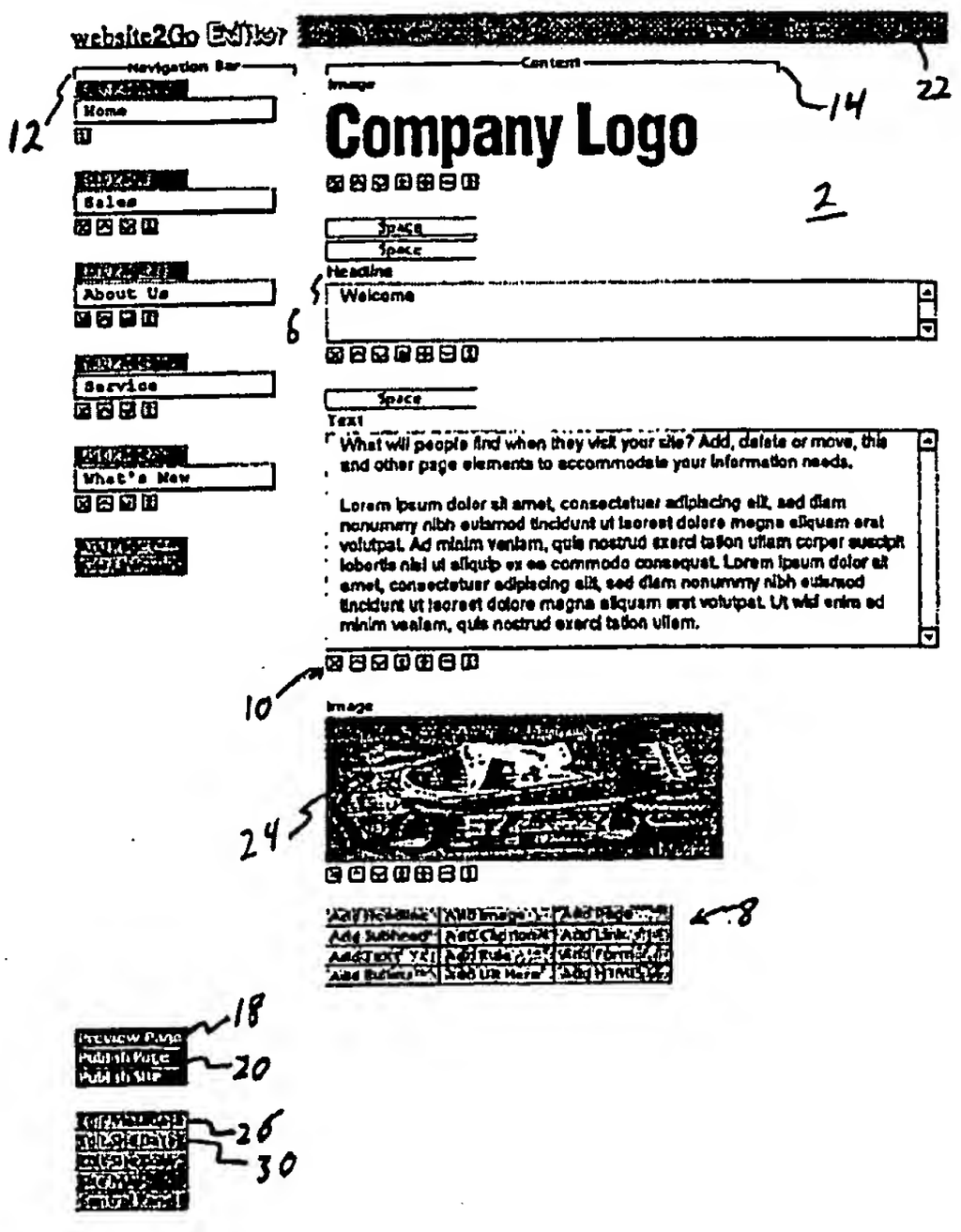
(54) Title: SYSTEM FOR CREATING WEB SITES USING BROWSER

(57) Abstract

A web site development software program provides an editor for modifying templates for each type of element that can be added to published web pages. The template includes various content areas, such as navbar, main content, and sidebar. The location of content areas in the template being edited are the same as the locations of these areas in the published page. Modification of the template defines a unique name for each element added to the content areas, and unique identifier for the element. The hierarchy of page elements that are added is tracked automatically, and an auto–navigation element is generated for each page to allow for simple linked navigation of the web site. The template determines which content areas can contain each type of element, based on size, for example. All text elements can be edited in the editor. All form images such as buttons to add new elements and buttons to act on existing elements are live such that, when clicked, result in immediate updates to the page and database. Button palettes of available elements and available editing functions are provided. From the editor, each page can be previewed exactly as it will appear without impacting the live site. Each web page, or all web pages at once, can be published to the live web site directly from the editor.



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SYSTEM FOR CREATING WEB SITES USING BROWSER

This application claims the benefit of U.S. Provisional Application Serial No. 60/126,013 filed March 24, 1999.

BACKGROUND OF THE INVENTION

The present invention relates to systems for creating Web sites using an Internet browser and pre-defined templates. More specifically, the present invention relates to an editing system for web site development that is accessible over the Internet using a web browser for modifying pre-defined templates stored in a database to create individual web sites.

SUMMARY OF THE INVENTION

The present invention provides a development software program that includes a template for each type of element that can be added to pages of a network site, such as a site associated with a URL on the World Wide Web. The templates have content areas and define a unique name for the element and a unique identifier for the element. Pre-defined content areas on each page of the web site can contain each type of element.

The invention provides various useful features, including a live WYSIWYG ("what you see is what you get") editor. Modular code design of the invention is reusable, extensible, and has faster execution. The editor preferably is integrated with an SQL database and with web site control panels. The invention provides secure access for editing, and allows a user to build multi-level web sites having unlimited depth. Automatic "You are here" navigation is provided. META data entry per web page is also featured. A mini logo optionally is displayed on all pages (can be turned off per page), and a page

header optionally is displayed on all pages (can be turned off per page). A navigation bar allows for easy top level navigation.

User-selectable appearance schemes that ensure color coordination are provided. Automatic resizing of uploaded images to fit column width is available. Live edit of all page elements is featured. Users can easily add various page elements to different content areas by selecting from palettes of available elements. Content grids allow for standard page looks, but can be modified. Templates afford ease of getting started. Context sensitive help is tied to each element type.

A preview mode allows the user to see changes exactly as they will appear before committing to publication on the Internet. One or all pages can be published to generate actual HTML pages with working links. Action palettes provide buttons for executing available editing functions. For example, easy up/down sorting of elements is provided using arrow icons. In addition, simple add/remove of vertical spacing between elements is provided by +/- icons.

Other features and advantages of the present invention will become apparent from the following description of the invention which refers to the accompanying drawings.

BRIEF DESCRIPTION OF THE PREFERRED EMBODIMENTS

Fig. 1 illustrates a screen shot of an edit page from a web site development site according to the present invention.

Fig. 2 illustrates a screen shot of a published version of the edited page shown in Fig. 1.

Fig. 3 illustrates a screen shot of an alternative Edit page according to the present invention.

Fig. 4 illustrates a screen shot of a color scheme editing page according to the present invention.

Fig. 5 illustrates a screen shot of an Add Image page according to the present invention.

Fig. 6 illustrates a screen shot of an Edit Metadata page according to the present invention.

Fig. 7 illustrates a screen shot of an Edit Site Data page according to the present invention.

Fig. 8 illustrates a screen shot of a web site listing pages of a web site development site according to the present invention.

Fig. 9 illustrates a screen shot of a published version of a People Overview page hyperlinked from the page of Fig. 1 according to the present invention.

Fig. 10 illustrates a screen shot of a published version of a Manager page hyperlinked from the page of Fig. 9 according to the present invention.

Figs. 11-12 illustrate a block diagram for Edit Page functions of the present invention.

Fig. 13 illustrates a block diagram for Edit Navbar functions of the present invention.

Fig. 14 illustrates a block diagram for Adding Elements functions of the present invention.

Fig. 15 illustrates a block diagram for You Are Here functions of the present invention.

Fig. 16 illustrates a block diagram for Display Elements For Edit functions of the present invention.

Fig. 17 illustrates a block diagram for Display Action Palette function of the present invention.

Fig. 18 illustrates a block diagram for Display Element Palette functions of the present invention.

Fig. 19 illustrates a block diagram for Build Page functions of the present invention.

Fig. 20 illustrates a block diagram for Display Image Elements function of the present invention.

Fig. 21 illustrates a block diagram for Site Map functions of the present invention.

Fig. 22 illustrates a block diagram for Update Page functions of the present invention.

Fig. 23 illustrates a block diagram for Update Navbar functions of the present invention.

Fig. 24 illustrates a block diagram for Update Elements functions of the present invention.

Fig. 25 illustrates a block diagram for Dispatch functions of the present invention.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

1. General Description

The present invention provides on-line Internet users with a system accessed through a browser running on a computer workstation by which the user can easily create a complex, multi-layered web site. The system can be combined with web hosting and offers a suite of web tools including a unique "wysiwyg" editor. The service can be provided, for example, on a subscription basis.

Through the use of a series of templates, which have been created for the user to choose from, the user can build a web site in minutes by pointing and clicking to customize the templates and generate a unique web site. The templates obviate the need for the user to know any programming language such as HTML, CGI, Perl scripting, etc.

The system consists of a dynamic platform which includes site-building mechanisms that have been integrated into existing templates housed on

a database served by a UNIX server. The end user, such as a corporation or a single individual, accesses the system by paying a monthly fee, for example, for the hosting and building of the site.

An array of pre-designed templates with different colors, type styles and other options to choose from are available for the user to build the site. Personal preference for design configurations drive decisions as to which features to choose, as opposed to having to have a knowledge of how to build web sites. Virtually no knowledge of web site building requirements is necessary. The user need only know the English language, for example, be able to type, or alternatively, access images, from a hard drive and already have knowledge of how to use a computer.

2. Mode of Operation

The invention provides an on-line service a user accesses by paying a monthly fee, for example. Once signed up, the user can access the system as an integrated package using an Internet browser. The package includes a suite of web-building and web-maintenance tools as well as web hosting. For retail applications, a web shopping development suite is used to add product descriptions and shopping cart access to the web site. According to an alternative embodiment, the system is packaged as a software program that is purchased "off-the-shelf" by the user.

Preferably, the system will reside on a server, such as a Unix system, for example, as a "front end" of the custom scripts that manage the data in the database. While the custom scripts are written, for example, in CGI (Common Gateway Interface), a protocol that defines how web servers execute and exchange data with external programs, they are uniquely created in the present invention because they are truly "wysiwyg."

3. The process

The following features are provided in the system of the present invention:

WYSIWYG editing capability

This feature means that different functionalities are literally "embedded" in specific locations on the "editing" page so that the editing page "looks" exactly like the page that the user is building. See Figs. 1 and 2, for example. The functionality is controlled by different custom designed scripts that work together in such a way that the user produces an integrated final product (i.e., a new page). Advantageously, the user need not constantly go back and forth between the "editing function" and the page that she is building to see the results. This avoids using tedious "trial and error" to finally produce a page. As a result, with the wysiwyg editing tool of the present invention, when the user selects a new headline, for example, that headline is typed into a specific place on the editing page template; and when the user selects "publish," that same headline is in the exact place on the new page that it was on the editing function page.

Auto-navigation building system.

Tools of the present invention allow the user to build multiple pages automatically (on the "fly") without the need for the user to name each page. When a page is to be added anywhere to any section, thereby creating subsections, the user merely clicks on "Add Page." The system automatically adds a page to the web site, assigns a unique identifier to the page, and keeps track of the page with "you are here" information that indicates the relationship of the page to its parent page(s). This information automatically is added to the page as a page element, preferably just below the page header, to provide a dynamic linking system for navigating the web site. Thus, an infinite number of subsets, and pages to these subsets, may be created, without the need for the user to identify or keep track of the page being generated. Additionally, the user always

knows where she is anywhere in this process. Consequently, the invention combines a "you are here" concept with a multiple level navigational building tool in a unique, user-friendly way.

Unlimited building tool.

Because of the first two features, there is no limit to the size of the site that can be built. Accordingly, it is practical for a large corporate entity to use without limitation. However, the present invention can be used by single individuals or huge corporations. Larger sites merely require more throughput, and thus possibly would be charged more for hosting, for example.

The following are terms commonly used in the present system:

Relational data

All data preferably is stored in an SQL relational database for fast, efficient storage and retrieval. This modular approach facilitates both backward compatibility and future enhancements. SQL standards ensure long term availability and a wide variety of vendors for the underlying database engine.

Element

Each web page will consist of one or more elements, such as a headline, block of text, image, or link to another site. Elements currently implemented include:

- Bullets
- Caption
- Form
- Generic
- Headline
- HTML
- Image
- Link
- Mini Logo
- Product Descriptor/Graphic
- Rule
- Shopping Cart

- Subhead
- Text
- Thumbnail Graphic
- You Are Here

Element Template

For each type of element that can be added to web pages, there is a template which defines the unique name for the element, a unique identifier for the element, and which content areas of web pages can contain each type of element. Some elements are too big or the sidebar, for instance. The identifier of a template/element is used by the edit and build scripts to determine how to display as well as store the data. Some elements have special data storage needs and even separate data tables.

Modular Elements

New elements can be integrated to add functionality to the system. Unique software can be readily added for displaying, editing and data storage for each element and its unique characteristics. This modular approach facilitates both backward compatibility and future enhancements.

Page Editor

Referring to Figs. 1 and 2, each web page is presented by a web page editor **2** (Fig. 1) in a layout that matches the final page **4** (Fig. 2). Each element on the page can be modified in the editor.

Live Editor

All text elements (e.g., headline **6**, bullets, links, etc.) can be edited in the editor **2**. All form images such as buttons to add new elements **8** and

buttons to act on existing elements **10** are live and when clicked result in immediate updates to the page and database.

Page Area

Each web page is divided into areas of page content. As shown in Fig. 1, two areas are defined: navigation bar (navbar) **12** and main content **14**. In Fig. 2, sidebar **16** has been added as shown in final page **4**. An example of an editing page having a sidebar area **16** is shown in Fig. 3.

Preview Mode

From the page editor, each page can be previewed exactly as it will appear without impacting the live site using the Preview Page button **18**. From the preview of each page, navigation links are to other pages in preview mode rather than to live pages. This allows the editing and preview of an entire site redesign while maintaining a previous version of a live site.

Publish Mode

Each web page may be, in a single click in the page editor, published to the web site for viewing over the Internet using the Publish Page button **20**. The entire site can be published with a Publish Site button.

You Are Here

At the top of each page, there is a header **22** that shows the name of the page and all pages leading from the top level down to this page. (See Fig. 9, header **38**, and Fig. 10, header **40**, for example.) Each page in this list is a live link to the corresponding page. This header can optionally be hidden on a page by page basis, and does not appear on the home page.

Action Palette

Each element on a page can be moved up and down the page, centered, spaced relative to the element above it, or deleted. The palette of icons **10**, for example, appears beneath each element with each icon representing an available editing function. This action palette is live in that the change forces an update of the page immediately. Action palette icons currently include the following:

- Add space above
- Remove space above
- Move element up
- Move element down
- Center align
- Left align
- Delete
- Help about

Element Palette

New elements can be added with a single click in the palette of buttons **8** at the bottom of each area of a page in the editor. As with all form images in the page editor, clicking on an image button in the element palette results in an immediate update to the database and editor.

Schemes

Referring to Fig. 4, a set of standard color schemes is available using editing page **23**. Each web site can be set to one color scheme, for example. The color scheme can be changed for all web pages on the site with a single click.

Image Upload

Graphics such as image **24** (Fig. 1) can be uploaded to the editor and added to the web page using the image upload editor **25** (Fig.5).

Meta Editor

For each page, a set of meta data is stored that can be edited readily. A link **26** is shown at the bottom of the navigation bar **12** (Fig. 1) on each web page to click to open the meta editor **27** (Fig. 6). Data added through the meta editor is then used to build each page to improve the results from submissions to major search engines.

Site Data Editor

There is a separate edit form **28** (Fig. 4) for the shared data that will appear on all pages of the site. This data is accessible for editing using the site data link **30** (Fig. 1). The data includes information about the company **32** as displayed in the formatted page **4** (Fig. 2) such as the name of the site, mailing address and contact phone numbers.

Hierarchical Architecture

The entire collection of web pages on a site is arranged in a hierarchical fashion, with the top level pages appearing as a navigation link in the navbar **12** down the left side of each web page. This approach allows for a logical arrangement of related pages and a site map **32**, illustrated by the example in Fig. 8, is available for editing as well as for publishing to the live site for end-user navigation. There is no limit to the depth of this hierarchy. Figs. 9 and 10, for example, illustrate a sub-hierarchy within the web site of a People page **34** and a Manager subpage **36** generated using the editing page of the present invention. The "you are here" elements **38** and **40** shown on Figs. 9 and 10, respectively, are automatically generated and displayed as pages are added, as described further below. Accordingly, dynamic links to parent pages from any subpage are available, and are created invisibly to the user.

Site Map

To view the site hierarchy of web pages and to navigate easily to any page in the hierarchy, site map **32** can be displayed both in the page editor and also on the published web site.

4. The Application

Figs. 11 and 12 illustrate a preferred embodiment of the edit page **2** of the present invention in block diagram form. Once the edit page function is loaded by the Web browser, a determination is made in processing block **102** as to which page is being edited. The appropriate page data is loaded in processing block **104** along with header **22**, navbar **12**, and a display area header for the main content area **10** in processing blocks **106**, **108**, and **110**. In decision block **112** a determination is made as to whether this is a top level page, and "you are here" information is displayed as appropriate in processing block **114**. The elements for edit and the element palette are displayed in processing blocks **116** and **118**.

If the page being displayed is not the home page, as determined in decision block **120**, an option is provided in decision block **122** to show the logo in the sidebar area by way of processing block **124**, as determined by the show/hide button of processing block **126**. For all pages, the sidebar elements and palette are displayed for editing in processing blocks **128** and **130**. Buttons to Preview Page **18**, Publish Page **20**, and Edit Metadata **26** are displayed in processing blocks **132** and **134**.

Referring to Fig. 13, a more detailed diagram is illustrated of processing block **108** for editing the navbar. In processing block **140**, the navbar elements are loaded, and for each navbar element at block **142**, and decision is made in block **144** of the top level status of the page. Data is loaded along with the name for top level pages in processing blocks **146** and **148**. Otherwise, a determination is made in decision block **150** as to whether the navbar element is a URL link, and appropriate link data is loaded and displayed in processing blocks

152 and **154**. If the navbar element is not a URL link, an action palette is displayed in processing block **156**. Buttons for adding pages and links are displayed in processing blocks **158** and **160**. For all edit data on the edit screen names of posted data contain identification for the element and the type of date for more efficient update.

Referring to Fig. 14, details for adding an element are illustrated for a selected Add operation, such as when the Add Page button or Add Link button is engaged from the navbar. A loop is taken through all of the posted form data in processing block **161**. If the key is determined to begin with Add in decision block **162**, the process continues to determine if the suffix indicates a logo in decision block **163**, in which case the logo is uploaded at processing block **164**. Otherwise, an image is identified in decision block **165** and an image upload subroutine is launched at processing block **166**. Once the determination has been made that neither a logo nor an image is to be added, the element is recorded and automatically assigned a unique name identifier at processing block **167**. Special data records for elements such as links, pages and subpages, and elements with text are added in processing block **168**. The unique name identifier and subpage information is utilized by the "you are here" subroutine function of processing block **114** of Fig. 11 to generate auto-navigation of the web site being created, as described further below.

Referring to Fig. 15, further details are shown of processing block **114** of Fig. 11, which displays "you are here" information such as that shown at items **38** and **40** of Figs. 9 and 10.. Page data and element data for the page are loaded in processing blocks **170** and **172**. In processing blocks **174** and **176**, element and link data for the parent page are loaded. This is repeated until the determination is made that a top level page has been reached in decision block **178**, and the generated "you are here" HTML is displayed in processing block **180**. See elements **38** and **40** of Figs. 9 and 10, for example.

Referring to Fig. 16, details are shown of processing block **116**, which displays the elements for edit. A list of elements for the content area of a page are loaded in processing block **190**. For each element in processing block **192**, the number of spaces before the element are determined in block **194** and displayed in block **196**. Blocks **198 - 206** load template data for the element, display a label for the element, load and display element specific data for edit, and display an action palette.

Referring to Fig. 17, details are shown for displaying an action palette, such as in processing block **206**. If the page is not the first page, as determined in decision block **210**, Delete, Up, and Down buttons are displayed in processing block **212**. If in the navbar per decision block **214**, the need for centering is determined in decision block **216** and appropriate alignment buttons are displayed in processing blocks **218**, **220**, and **222**. The help button is displayed in processing block **224**. Each button is named such that "update page" can easily dispatch to the appropriate script or subroutine. An action palette appears just beneath each element in the page editor.

Referring to Fig. 18, details are shown for displaying an element palette, such as in processing block **118** of Fig. 11. In processing block **230**, a list is loaded of templates that can appear in the current content area. For each template in processing control block **232**, a button for adding the element is displayed in processing block **234**. Certain templates can appear in each content area, so the width of the palette varies with each content area. Each element has a template record that identifies the content areas in which each element can appear.

Referring to Fig. 19, a block diagram for building web site pages is shown. Color scheme data is loaded in processing block **240**. If the page is t_ be published in decision block **242**, date is written to disk in processing block **244**. Otherwise, the output is sent to the browser in block **246**. The page header is displayed in processing block **248**, and the navbar, content area elements, and

sidebar area elements are displayed in blocks **250 - 254**. If the decision to publish all is taken in block **256**, all pages are published in block **258**. Meta data for the page is loaded and displayed in blocks **260** and **262**. Each element has unique data to load and a unique appearance.

Referring to Fig. 20, a block diagram is shown for displaying image element, such as image **24** of Fig. 1. Image specifications, such as the height, width and file name are loaded in processing block **270**. Limits for the width of the current content area are loaded in processing block **272**. If the image is wider than the limit, as determined in decision block **274**, the image is scaled proportionally in processing block **276**. The image HTML is displayed in processing block **278**.

Referring to Fig. 21, a block diagram is shown for displaying the site map **32**. In processing block **280**, a list is loaded of the top level pages. For each page in control block **282**, a list of subpages for the page is loaded in block **284**, and an indent is added in block **286**. For each subpage in block **288**, the page is displayed with a link in block **290**, and the subpages are shown in block **292**. The routine loops through the subpages for each page to the deepest level, showing all pages. Each level is indented from the level above.

Referring to Fig. 22, various available page update functions are shown in block diagram form. In processing block **300**, the page specifications are loaded. The update navbar and update elements functions are provided in blocks **302** and **304**. The dispatch function for launching various page functions is provided in block **306**. Spacing changes, show/hide elements, align elements, adding elements, adding navbar elements, and moving elements up and down are provided in blocks **308 - 318**. The routine returns to the editor in block **320**. Each step above relates to a subroutine, such as those described below.

Referring to Fig. 23, details are shown for the update navbar function of block **302**. In block **330**, a loop is taken through all posted data, and

if the key starts with "navbar" in decision block **332**, the page name is saved to disk.

Referring to Fig. 24, details are shown for the update elements function of block **304**. In block **340**, a list of elements on the page is loaded. For each element in block **342**, a determination is made if the element has text at decision block **344**. If so, posted data for the element text is retrieved and saved at blocks **346** and **348**. Special data for the element is detected at decision block **350**. Special data is posted and saved in processing blocks **352** and **354**. Special data can include, for example, links, pages and subpages, elements with text, shopping cart items, etc.

Referring to Fig. 25, details are shown for the dispatch function of block **306**. In processing block **360**, a loop is made through the posted data, and decisions are made in blocks **361**, **364**, **368**, **372**, and **376** as to whether the data key starts with edit, publish, preview, go, or delete, respectively. Based on the determination made, an appropriate routine is called to launch, for example, the page editor **362**, build page in publishing mode **366**, build page in preview mode **370**, run a specified script **374**, or a delete element subroutine **378**.

Other subroutines are called from the update page processing blocks shown in Fig. 25 to execute the functions shown. For example, to add an element, the subroutine loops through the posted form data, and if the key starts with "Add", and the suffix is "logo," an upload logo subroutine is launched. If the suffix is "image," the image subroutine of Fig. 20 is launched. Otherwise, the element record is added, along with special element data as needed.

Similarly, a subroutine is provided to move elements up or down by resorting the list of elements with the selected element moved accordingly. Spacing between elements is executed by a subroutine to add or delete line spaces before an element. Elements can be selectively shown or hidden by calling the subroutine using a key starting with "hide" or "show" and setting the element as hidden or visible. Elements can be aligned center or left, for example, by

selecting the appropriate key. Similarly, deleting elements is made possible by an appropriate subroutine that preferably prompts the user to be sure that a delete function was intended. If subpages are involved in the delete, the subroutine would loop to delete all lower related subpages.

Although the present invention has been described in relation to particular embodiments thereof, many other variations and modifications and other uses will become apparent to those skilled in the art. It is preferred, therefore, that the present invention be limited not by the specific disclosure herein, but only by the appended claims.

WHAT IS CLAIMED IS:

1. A web site development software program for use by a user comprising a database containing pre-defined templates for each type of element that can be added to web pages of the web site by the user, the database being accessible by a network server accessible over the Internet, the template being presented to the user over the Internet using a browser, the template having content areas, and an editing system for viewing the templates and adding elements, the system defining a unique name identifier for each added element, wherein the content areas can contain each type of element, the template being modified by the user using the editing system and subsequently being stored in modified form by the user for public access over the Internet.

2. The web site development software program of claim 1, wherein each web page is divided into areas of page content.

3. The web site development software program of claim 2, wherein the areas of page content include a navbar, a main content, and a sidebar.

4. The web site development software program of claim 1, wherein locations of elements in content areas viewed by the user using the editing system are identical to the locations of the elements stored in modified form by the user and publicly accessed over the Internet.

5. The web site development software program of claim 1, wherein page elements added to the web site using the editing system by the user are provided with an identifier generated by the editing system, related pages are tracked by the editing system, and an element is generated by the system for each page displaying links to the related pages.

6. The web site development software program of claim 1, furth.. comprising action palettes displayed on the templates, the action palettes comprising user selectable buttons for editing the templates using the editing system.

7. A computer-readable medium having stored thereon a plurality of sequences of instructions comprising instructions causing a computer processor to perform the steps of accessing a database containing pre-defined templates for each type of element that can be added to pages of a web site by a user, the database being accessed over the Internet by a network server, presenting the templates to the user using a browser, the template having content areas and defining a unique name for each added element and a unique identifier for each added element, wherein the content areas can contain each type of element, accepting modifications to the templates by user, and subsequently storing the templates in modified form for public access over the Internet.

8. A computer-implemented method for development of a web site comprising the steps of accessing a database containing pre-defined templates for each type of element that can be added to pages of a web site by a user, the database being accessed over the Internet by a server, presenting the templates to the user using a browser, the template having content areas and defining a unique name for each added element and a unique identifier for each added element, wherein the content areas can contain each type of element, accepting modifications to the templates by user, and subsequently storing the templates in modified form for public access over the Internet.

9. The computer-implemented method for development of a web site of claim 8, including the step of logging into a web site development service to access the database containing pre-defined templates.

10. The computer-implemented method for development of a web site by a user of claim 8, wherein the location of elements contained in a template and the modified form of the template are identical.

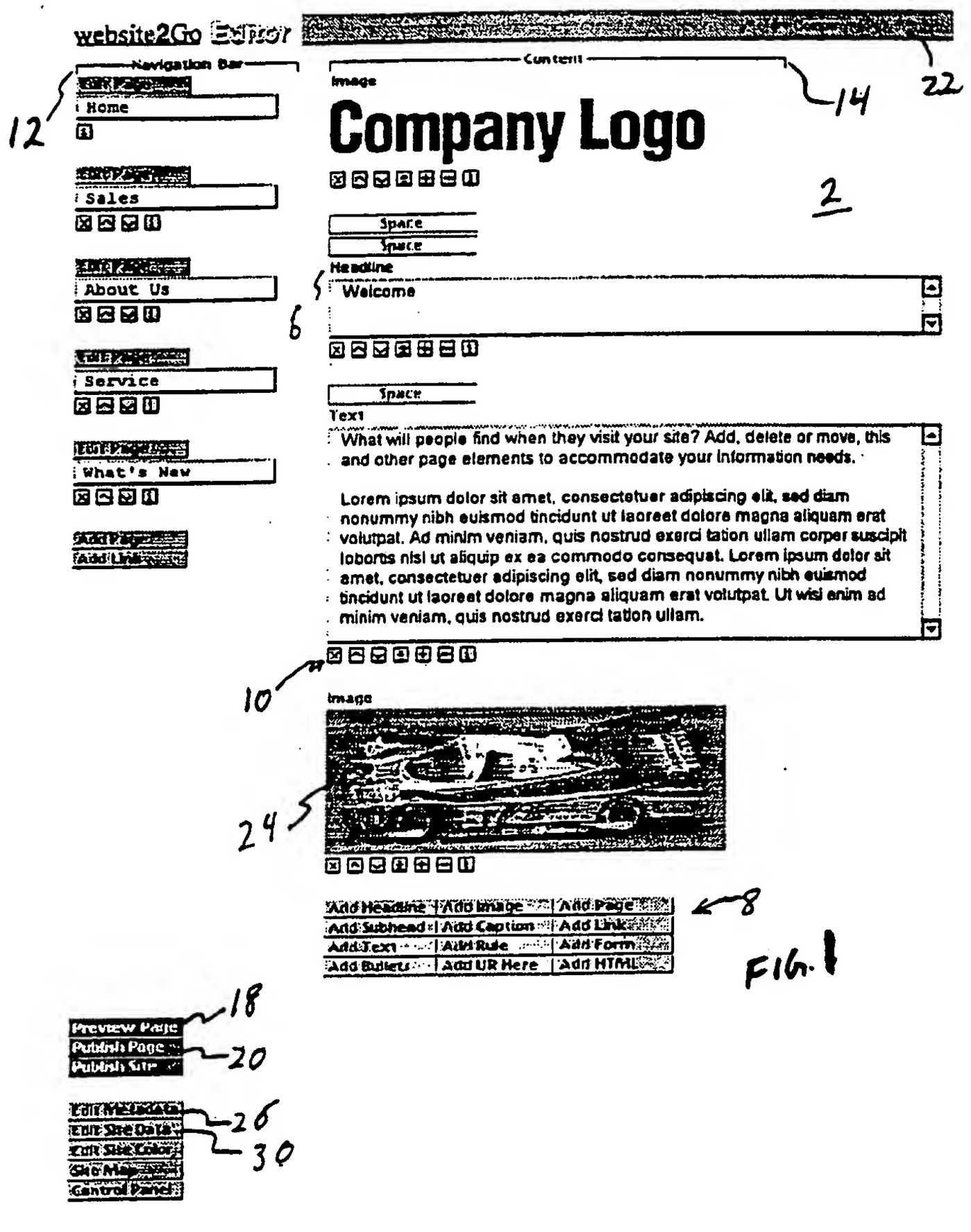
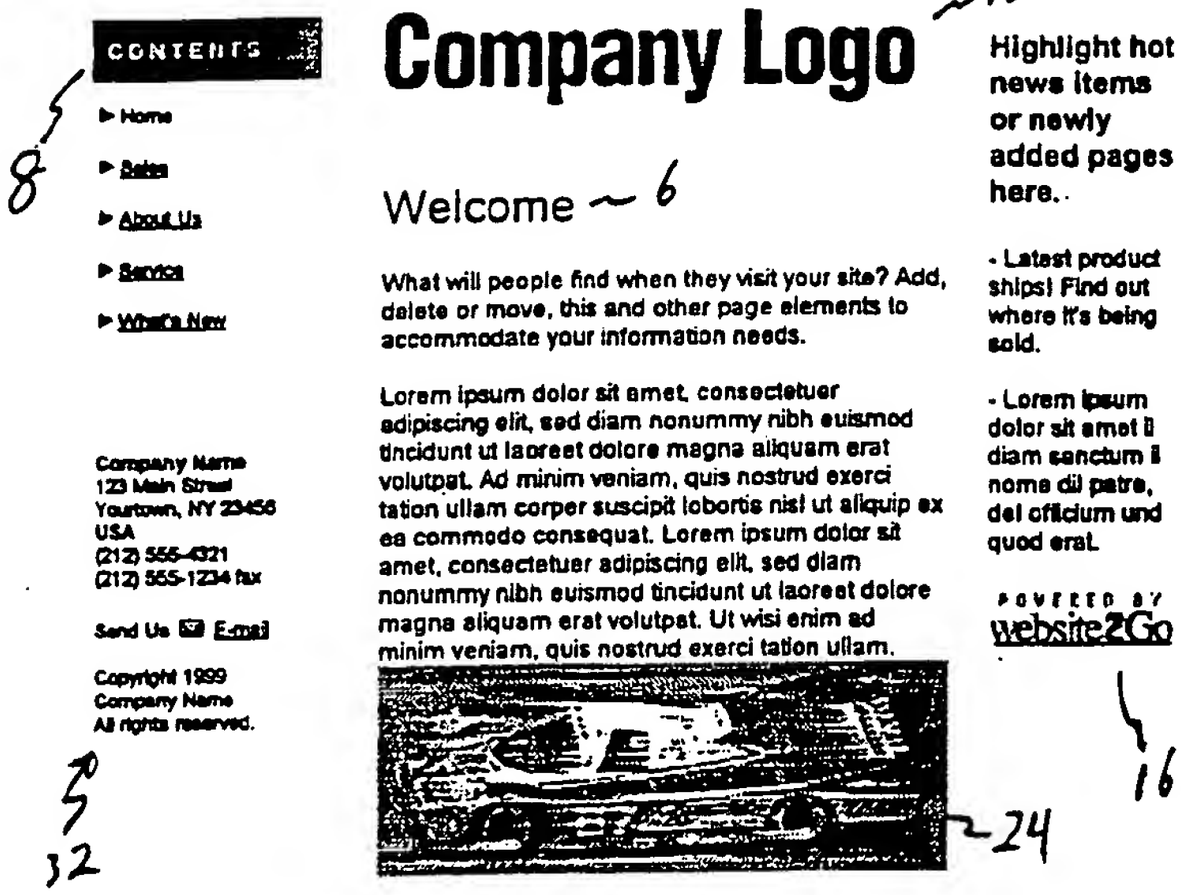

website2Go Editor
Navigation Bar
Home
Sales
About Us
Service
What's New
Add Page
Add Link
Content
Image
Company Logo
Space
Space
Headline
Welcome
Space
Text
What will people find when they visit your site? Add, delete or move, this and other page elements to accommodate your information needs.
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ad minim veniam, quis nostrud exerci tation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam.
Image
Add Headline
Add Image
Add Page
Add Subhead
Add Caption
Add Link
Add Text
Add Rule
Add Form
Add Bullets
Add UR Here
Add HTML
Preview Page
Publish Page
Publish Site
Edit Site Data
Edit Site Color
Site Map
Control Panel
12
14
22
2
6
10
24
8
18
20
26
30

FIG. 1


CONTENTS
Home
Sales
About Us
Service
What's New
Company Name
123 Main Street
Yourtown, NY 23456
USA
(212) 555-4321
(212) 555-1234 fax
Send Us E-mail
Copyright 1999
Company Name
All rights reserved.
Company Logo
Welcome
What will people find when they visit your site? Add, delete or move, this and other page elements to accommodate your information needs.
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ad minim veniam, quis nostrud exerci tation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam.
Highlight hot news items or newly added pages here..
- Latest product ships! Find out where it's being sold.
- Lorem ipsum dolor sit amet li diam sanctum li nome dil petre, del officium und quod erat.
POWERED BY
website2Go
10
8
5
32
24
16

4

FIG. 2

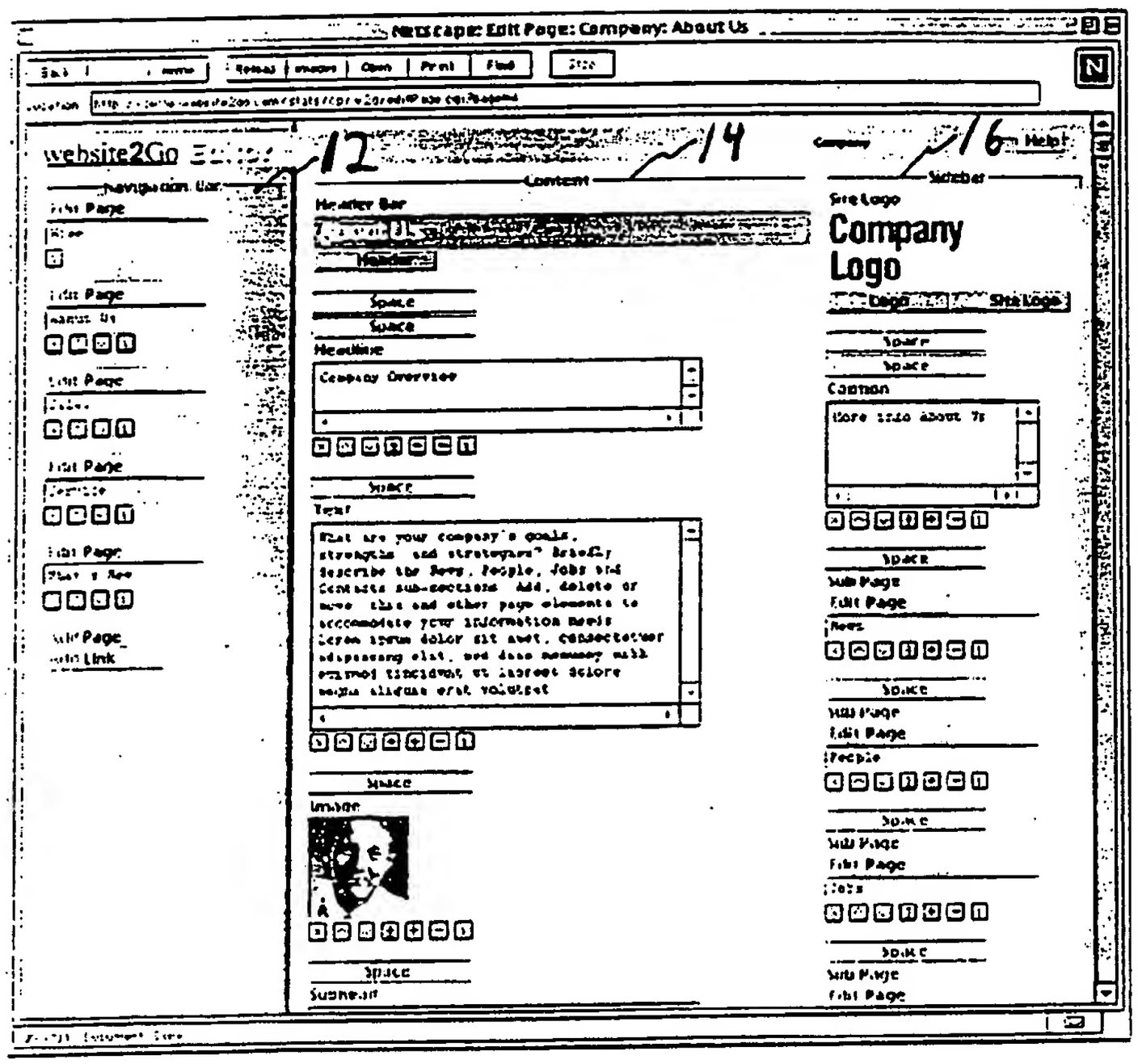

Netscape: Edit Page: Company: About Us
website2Go
Navigation Bar
First Page
Edit Page
Header Bar
Content
Sidebar
Site Logo
Company
Logo
Space
Headline
Company Overview
Text
What are your company's goals,
strengths and strategies? Briefly
describe the News, People, Jobs and
Contacts sub-sections. Add, delete or
move this and other page elements to
accommodate your information needs
Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore
magna aliquam erat volutpat
Image
Common
Store info about it
Sub Page
Edit Page
News
People
Jobs
Help!

FIG. 3

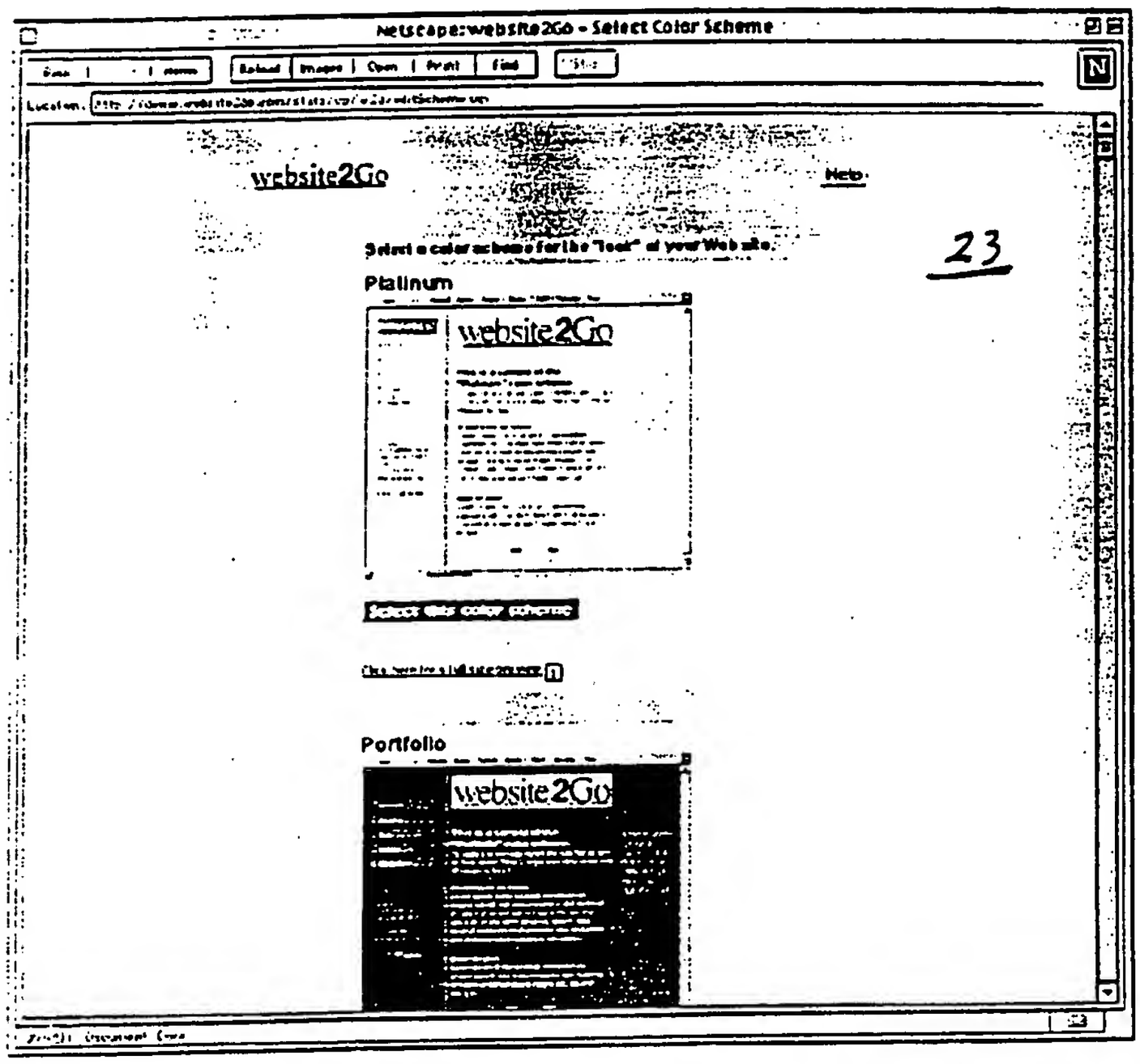

Netscape: website2Go - Select Color Scheme
website2Go
Help
23
Platinum
website2Go
Portfolio
website2Go

FIG. 4

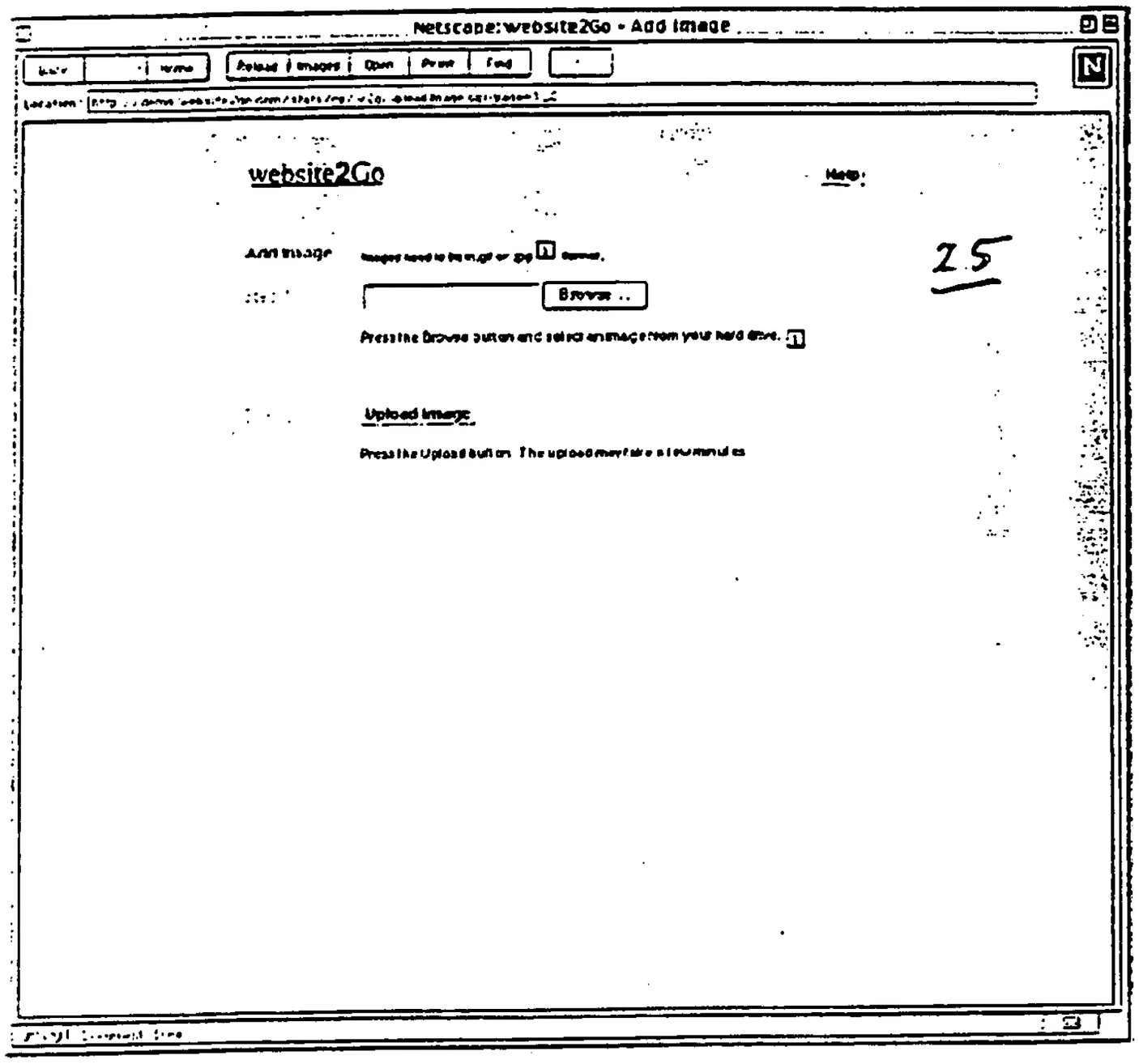

Netscape: website2Go - Add Image
website2Go
Help:
Add Image
Browse ...
Upload Image
25

FIG. 5

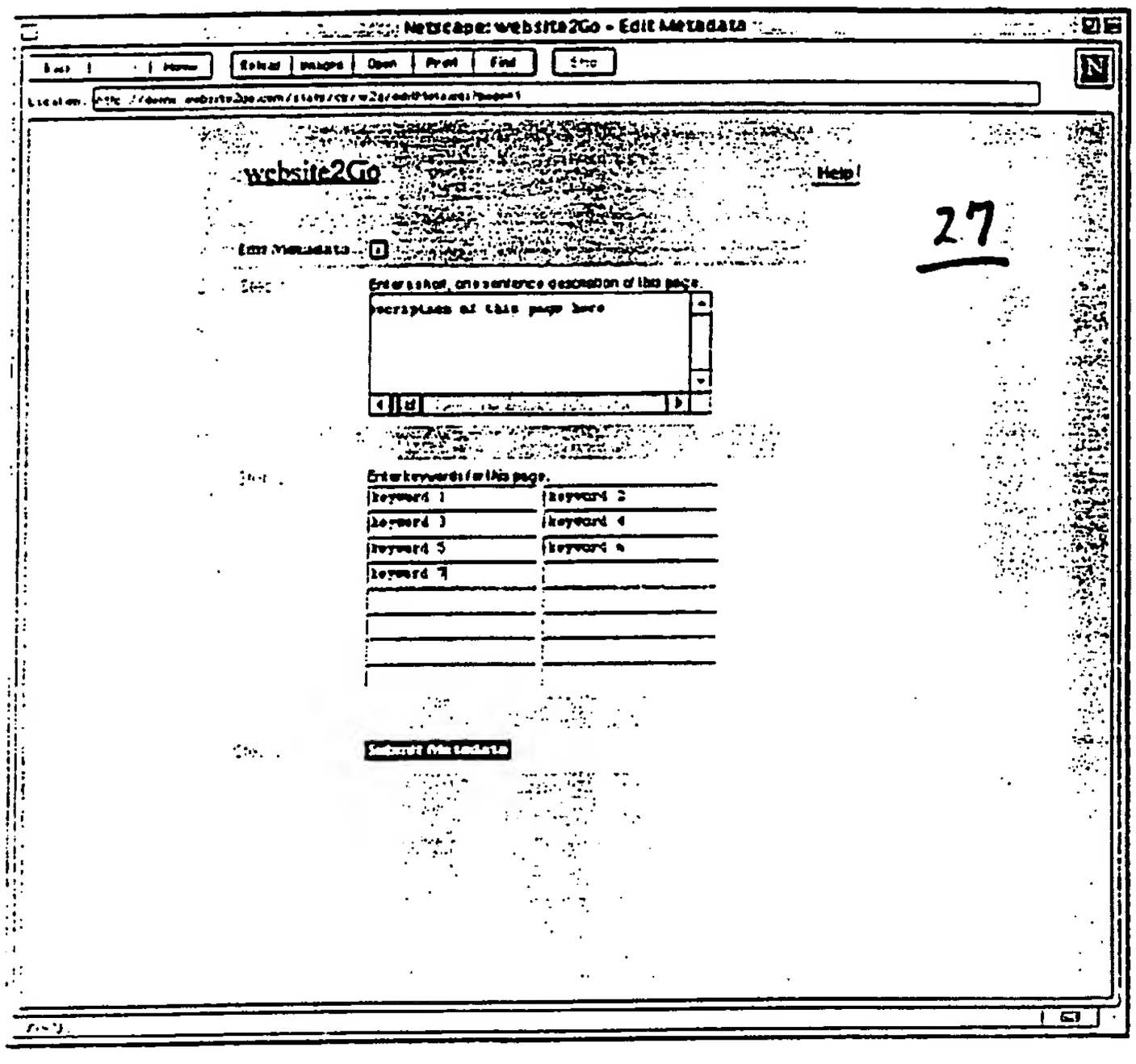

Netscape: website2Go - Edit Metadata
website2Go
Help!
27
Enter a short, one sentence description of this page.
Keyword 1
Keyword 2
Keyword 3
Keyword 4
Keyword 5
Keyword 6
Keyword 7

Fig. 6

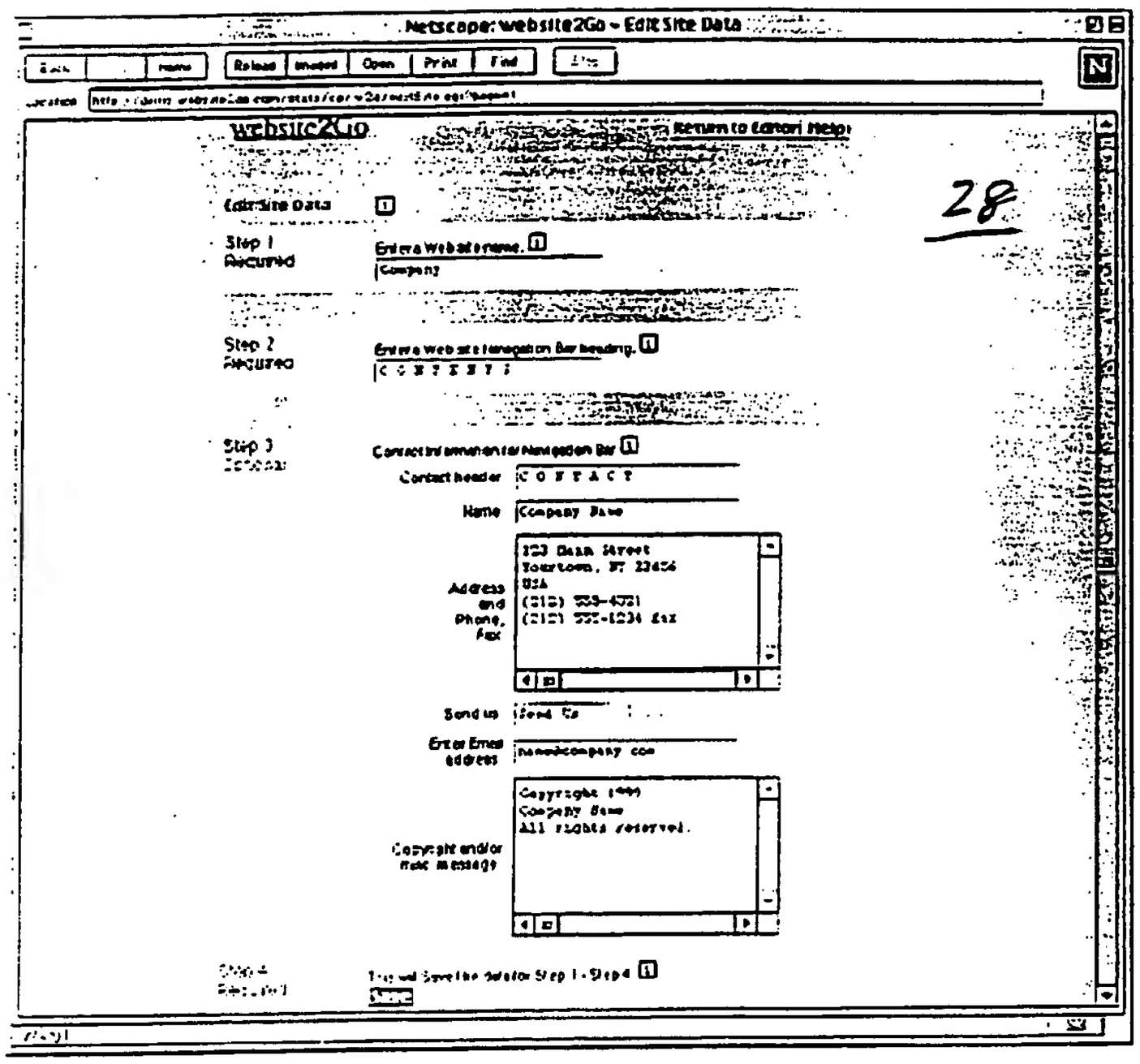

Netscape: website2Go - Edit Site Data
website2Go
Return to Editori Help
Edit Site Data
28
Step 1
Required
Enter a Web site name.
Company
Step 2
Required
Enter a Web site navigation Bar heading.
C O N T A C T
Step 3
Contact information for Navigation Bar
Contact header
C O N T A C T
Name
Company Name
Address and Phone, Fax
123 Main Street
Townsville, ST 12456
USA
(212) 555-4321
(212) 555-1234 fax
Send to
Send To
Enter Email address
name@company.com
Copyright and/or mail message
Copyright (c) 1999
Company Name
All rights reserved.

FIG. 7

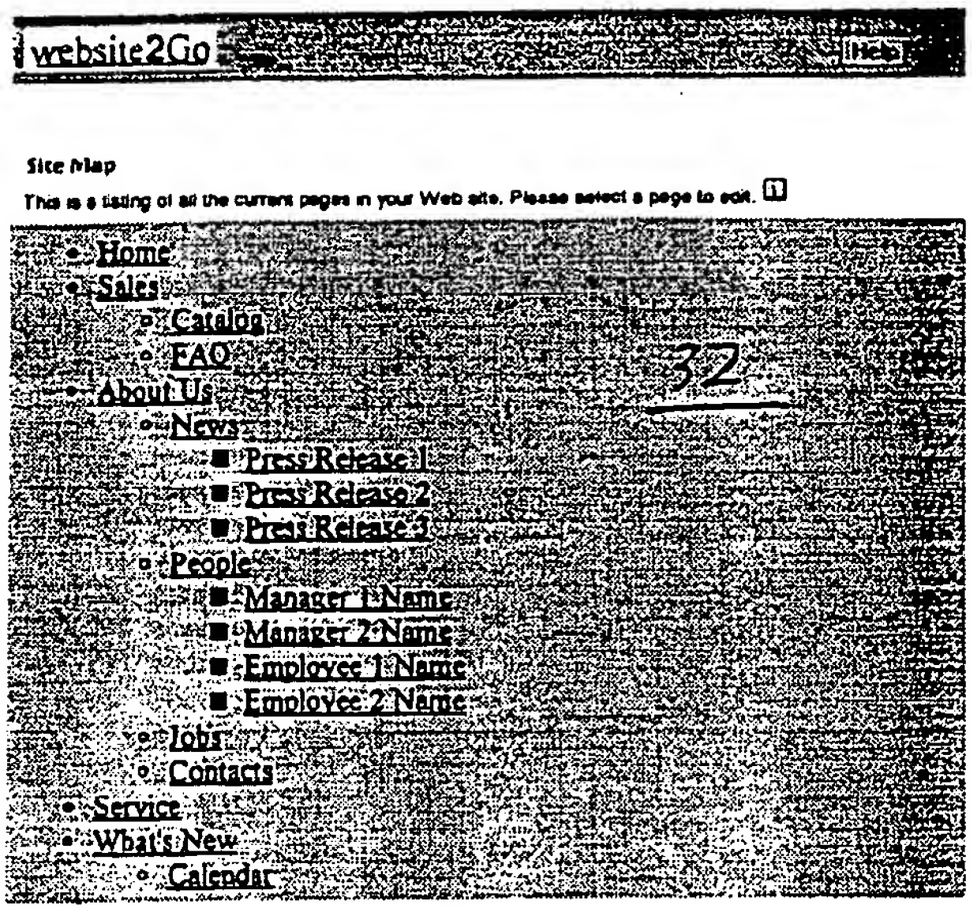

website2Go
Help
Site Map
This is a listing of all the current pages in your Web site. Please select a page to edit.
Home
Sales
Catalog
FAQ
About Us
News
Press Release 1
Press Release 2
Press Release 3
People
Manager 1 Name
Manager 2 Name
Employee 1 Name
Employee 2 Name
Jobs
Contacts
Service
What's New
Calendar
32

FIG. 8

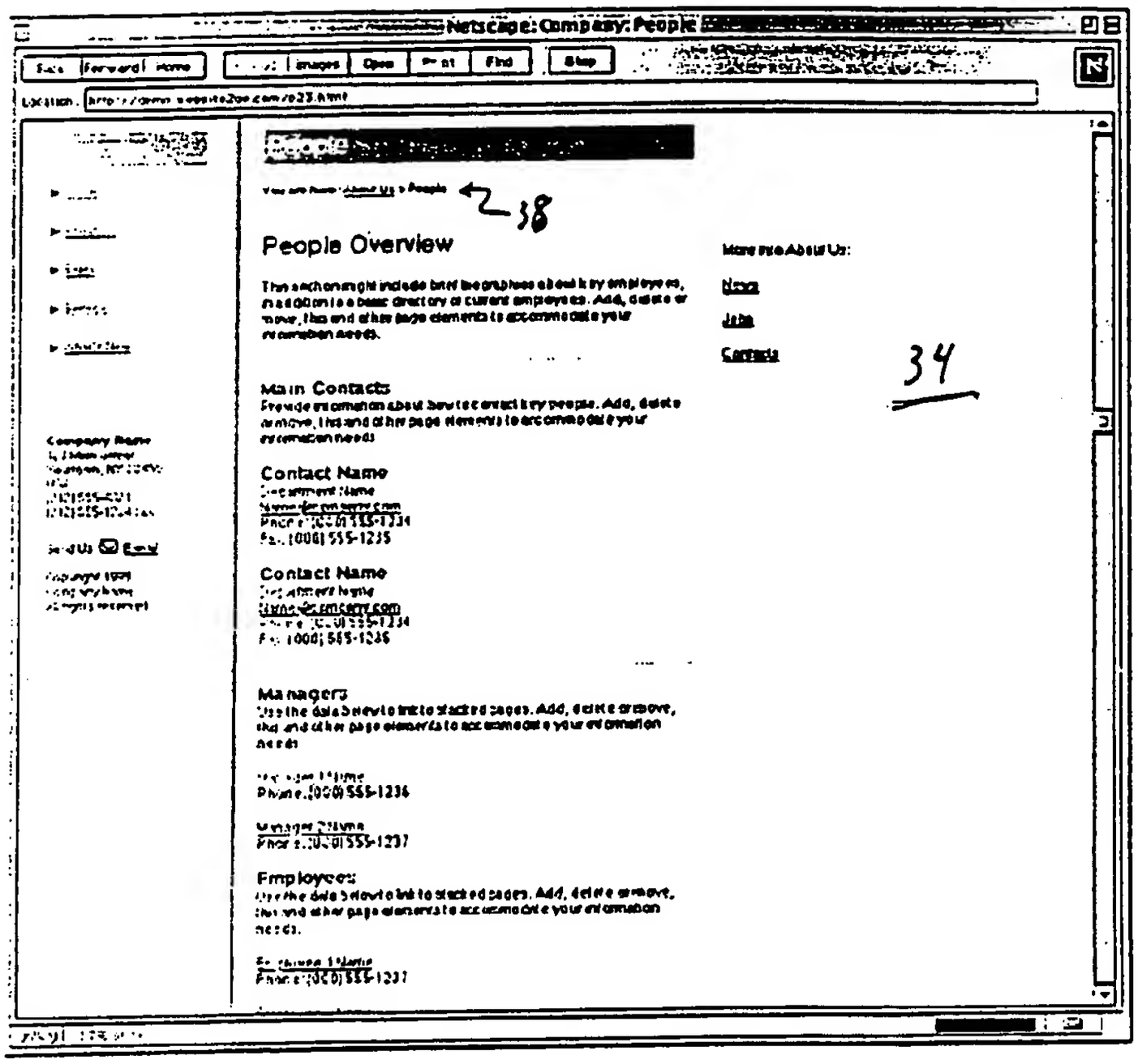

Netscape: Company: People
People Overview
38
34
Main Contacts
Contact Name
Contact Name
Managers
Employees:

Fig. 9

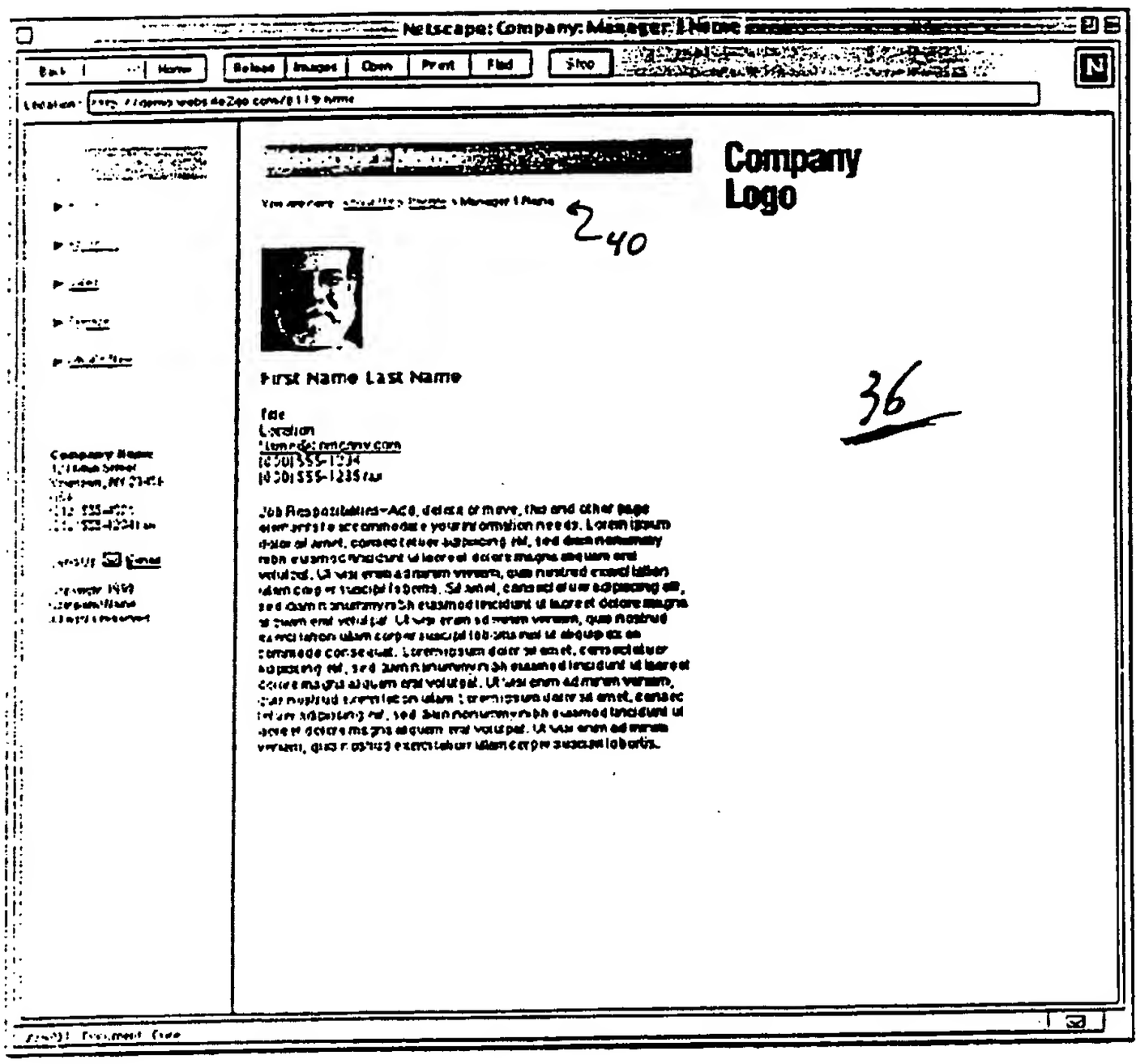


FIG.10

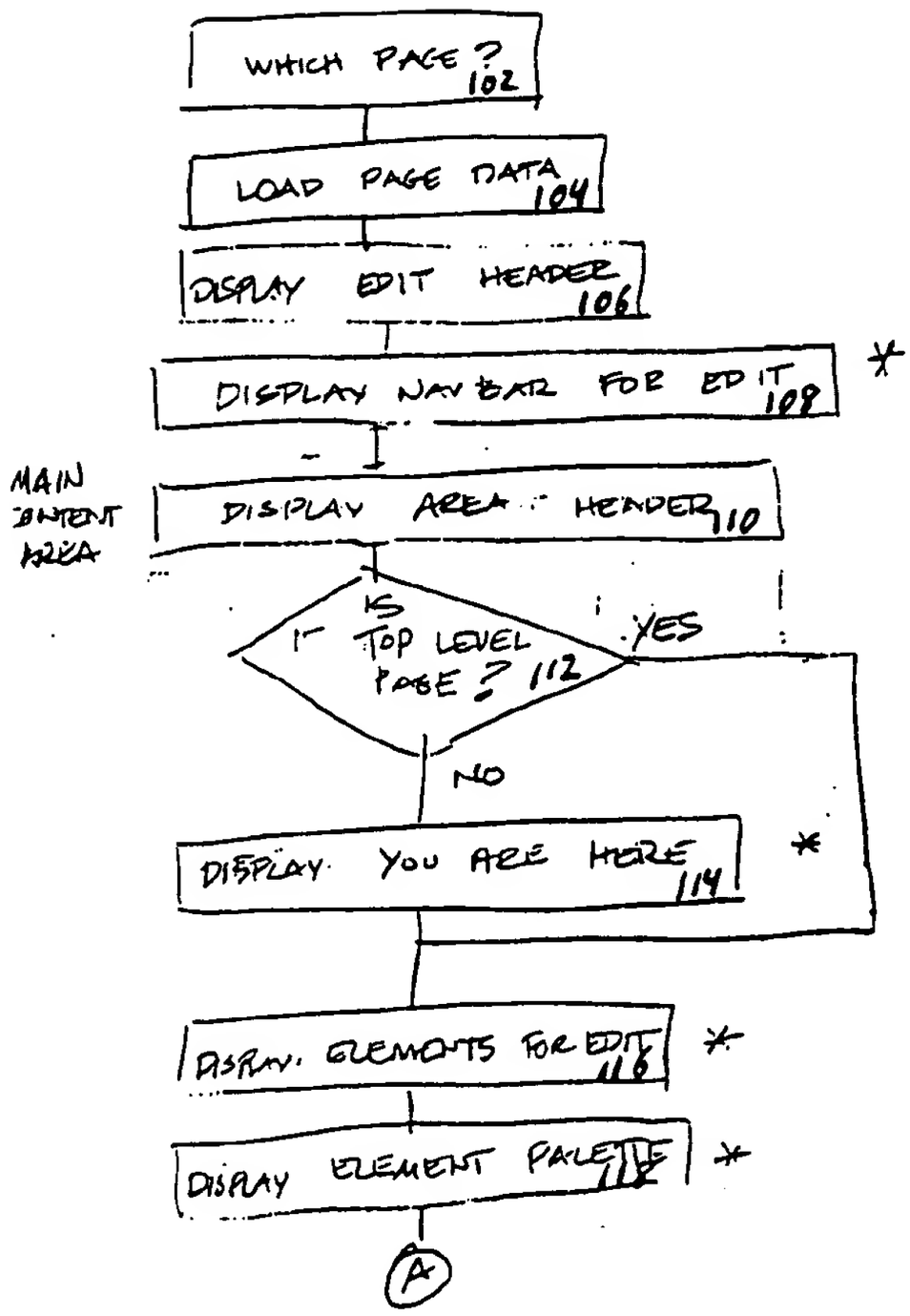

WHICH PAGE? 102
LOAD PAGE DATA 104
DISPLAY EDIT HEADER 106
DISPLAY NAV BAR FOR EDIT 108
*
MAIN CONTENT AREA
DISPLAY AREA HEADER 110
IS IT TOP LEVEL PAGE? 112
YES
NO
DISPLAY YOU ARE HERE 114
*
DISPLAY ELEMENTS FOR EDIT 116
*
DISPLAY ELEMENT PALETTE 118
*
A

Fig. 11

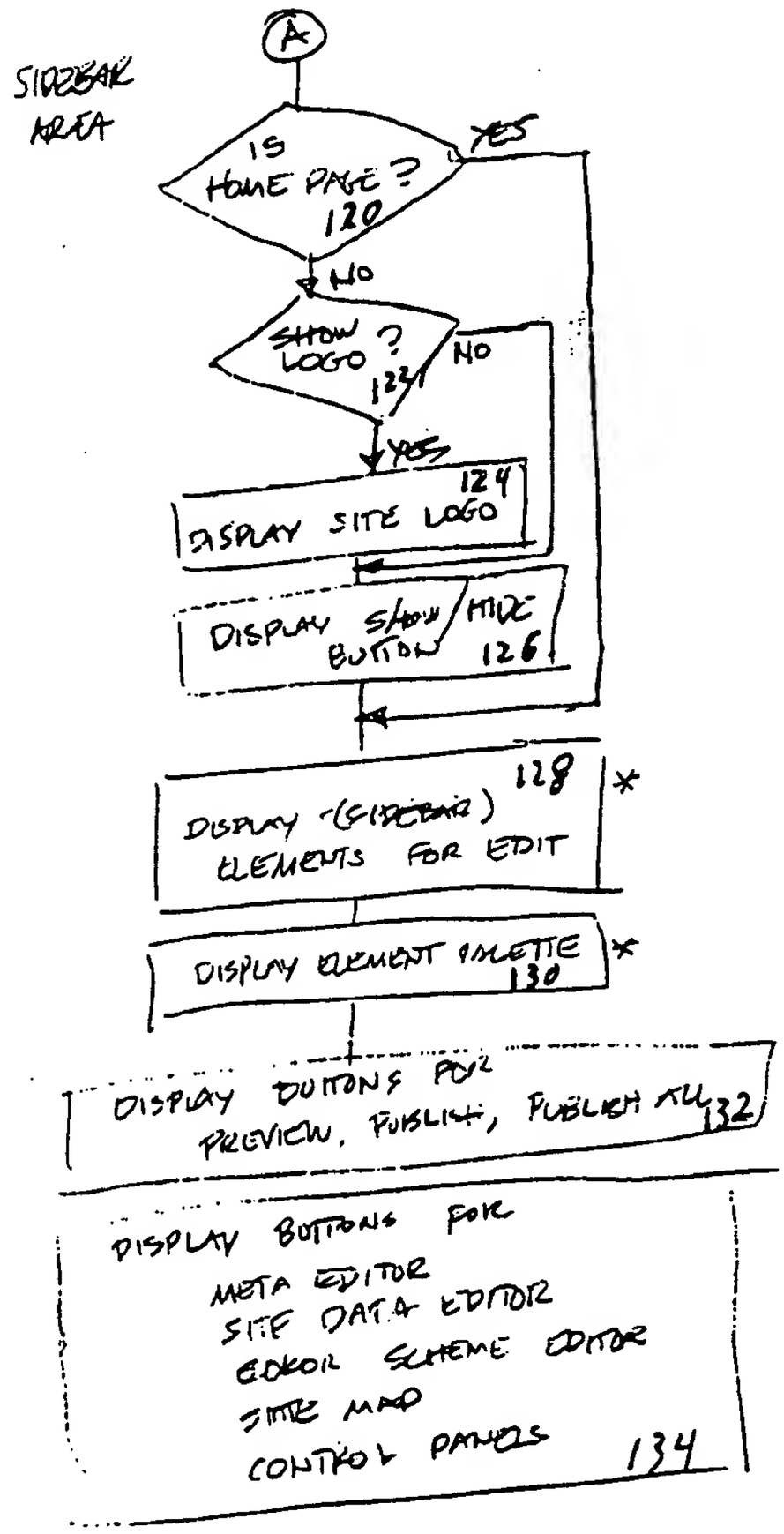

A
SIDEBAR AREA
IS HOME PAGE? 120
YES
NO
SHOW LOGO? 122
NO
YES
DISPLAY SITE LOGO 124
DISPLAY SHOW/HIDE BUTTON 126
DISPLAY (SIDEBAR) ELEMENTS FOR EDIT 128 *
DISPLAY ELEMENT PALETTE 130 *
DISPLAY BUTTONS FOR PREVIEW, PUBLISH, PUBLISH ALL 132
DISPLAY BUTTONS FOR
META EDITOR
SITE DATA EDITOR
COLOR SCHEME EDITOR
SITE MAP
CONTROL PANELS 134

FIG.12

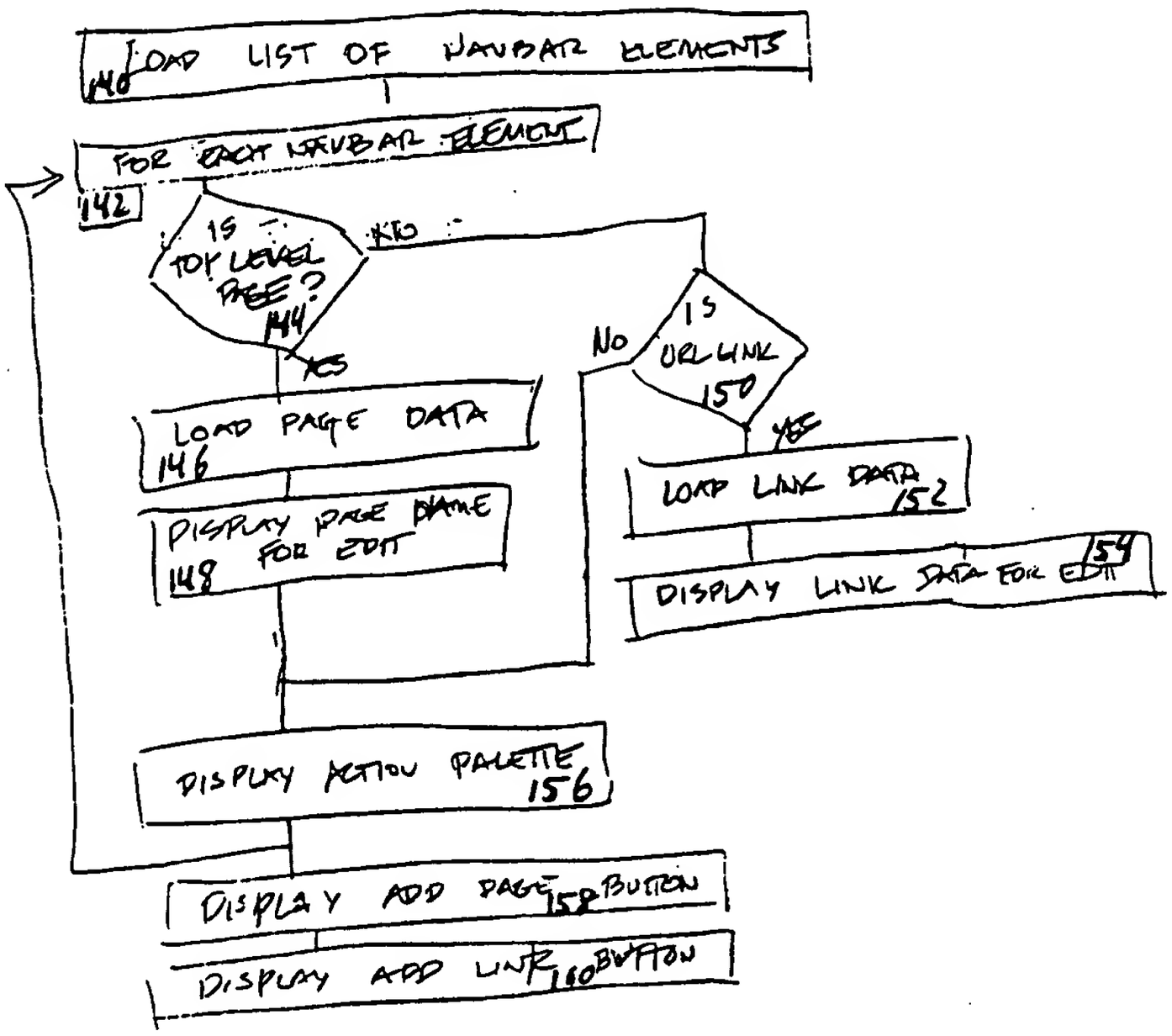


FIG. 13

FOR ALL EDIT DATA ON EDIT SCREEN, NAMES OF POSTED DATA CONTAIN ID FOR ELEMENT, TYPE OF DATA. THESE MAKE UPDATE MORE EFFICIENT.

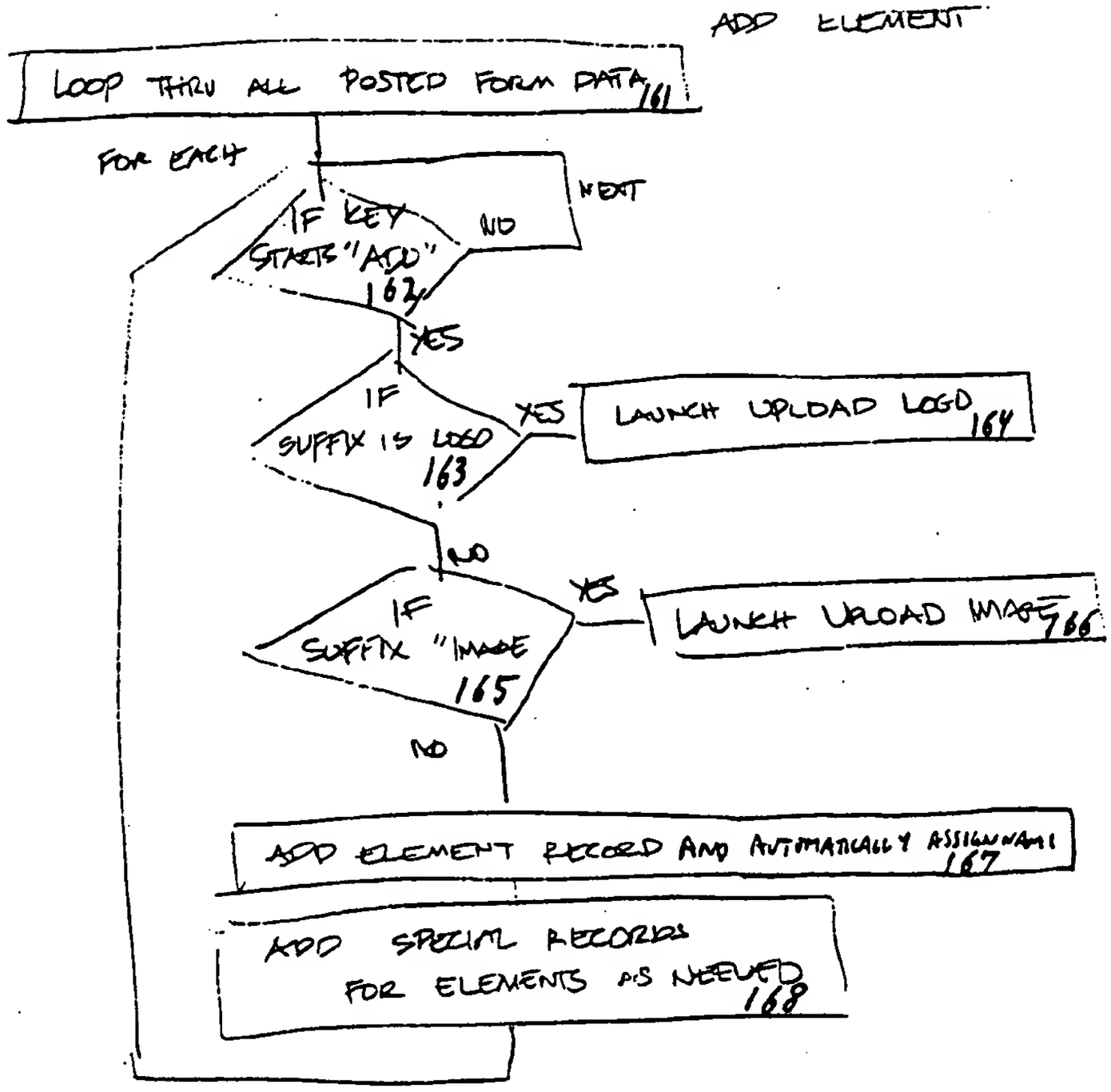


FIG. 14

SPECIAL DATA CURRENTLY FOR : LINKS
PAGES/SUBPAGES
ELEMENTS W/ TEXT

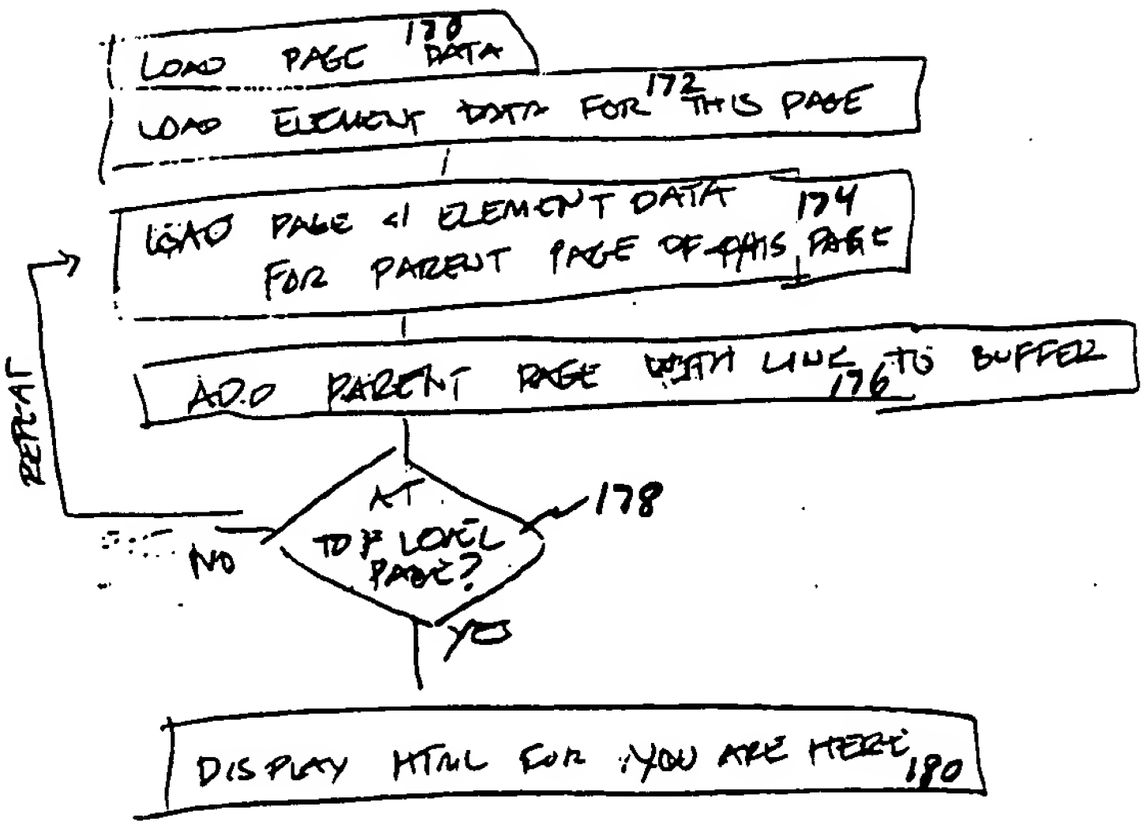


FIG. 15

- EACH ELEMENT HAS A PAGE UPON WHICH IT SITS
  SUBS PAGES SIT ON A PAGE
  MANAGER / TOP LEVEL PAGES SIT ON PAGE ZERO (NONE)

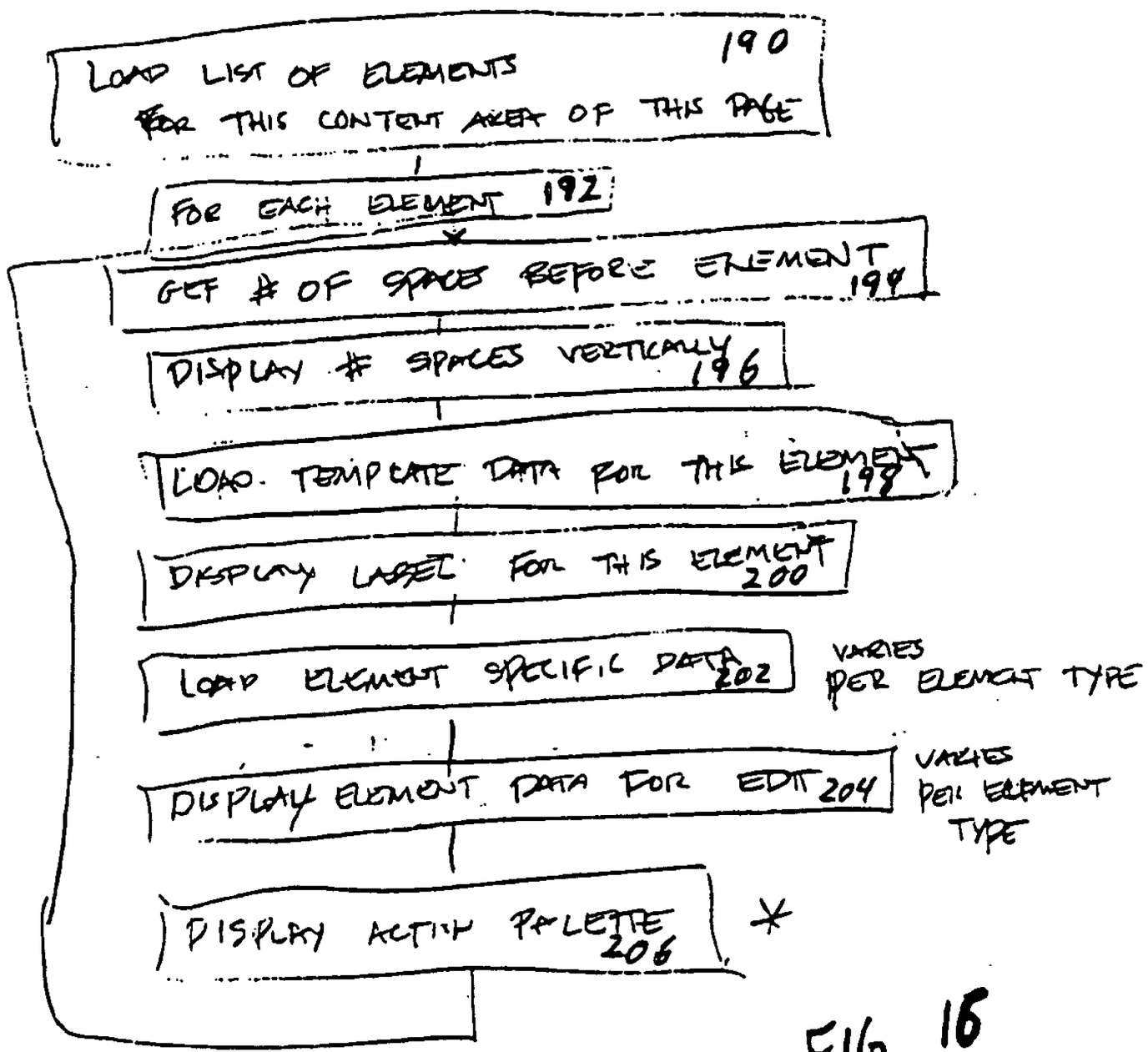

LOAD LIST OF ELEMENTS FOR THIS CONTENT AREA OF THIS PAGE 190
FOR EACH ELEMENT 192
GET # OF SPACES BEFORE ELEMENT 194
DISPLAY # SPACES VERTICALLY 196
LOAD TEMPLATE DATA FOR THIS ELEMENT 198
DISPLAY LABEL FOR THIS ELEMENT 200
LOAD ELEMENT SPECIFIC DATA 202
VARIES PER ELEMENT TYPE
DISPLAY ELEMENT DATA FOR EDIT 204
VARIES PER ELEMENT TYPE
DISPLAY ACTION PALETTE 206
*

Fig. 16

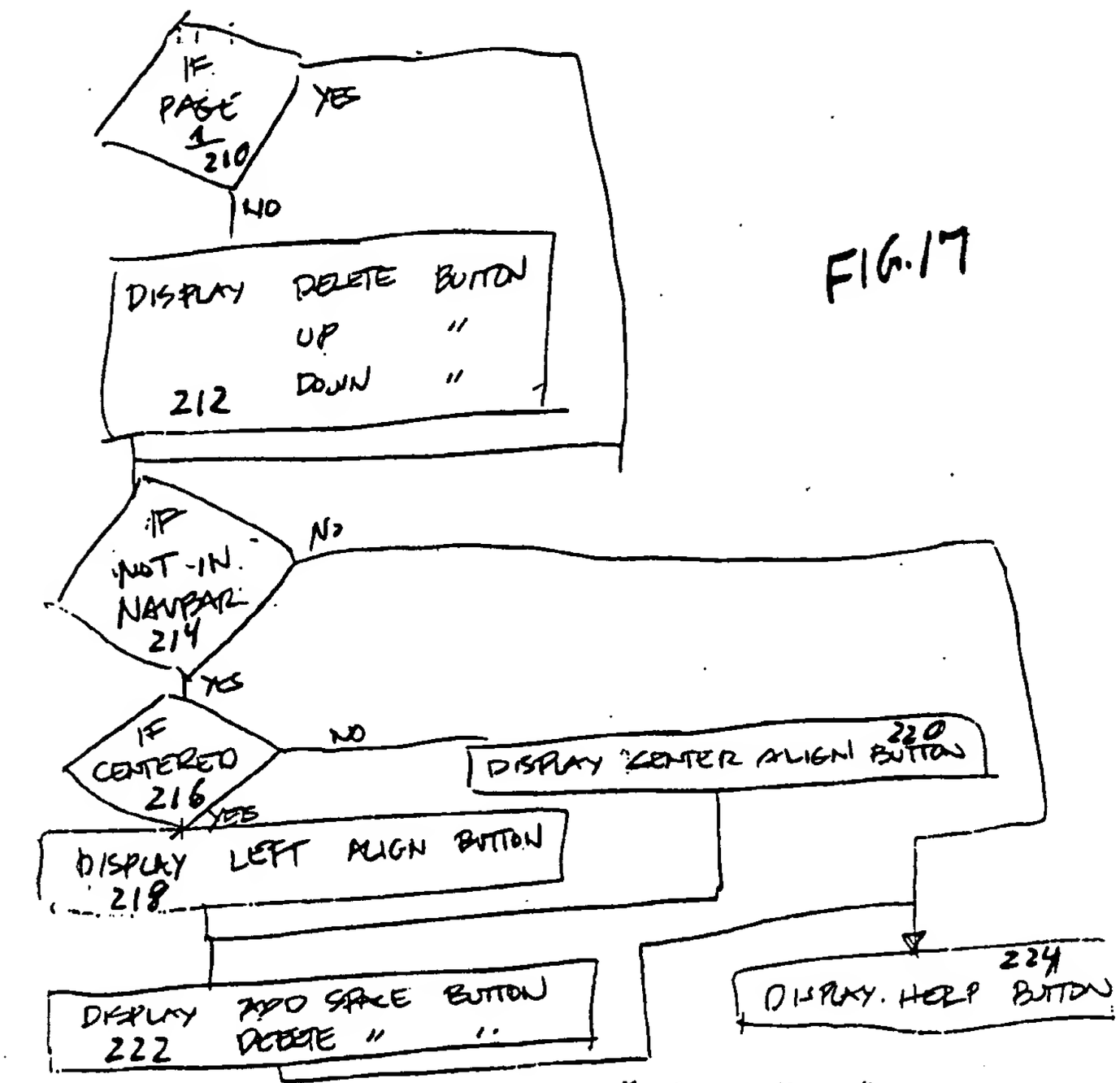
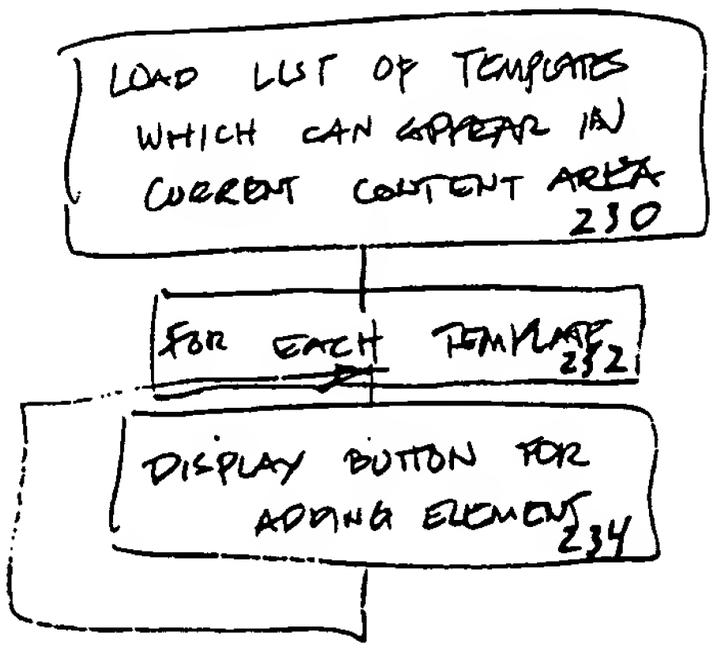


FIG. 17

- EACH BUTTON IS NAMED SUCH THAT "UPDATE PAGE" CAN EASILY DISPATCH TO THE APPROPRIATE SCRIPT OR SUBROUTINE. NAME "UP_AREA_ELEMENT"
- ACTION PALETTE APPEARS JUST BENEATH EACH ELEMENT IN PAGE EDITOR



notes: width of palette varies with content area

FIG. 18

- Each element has a template record.
  this record identifies which content areas each
  element may or may not be added to/appear in.

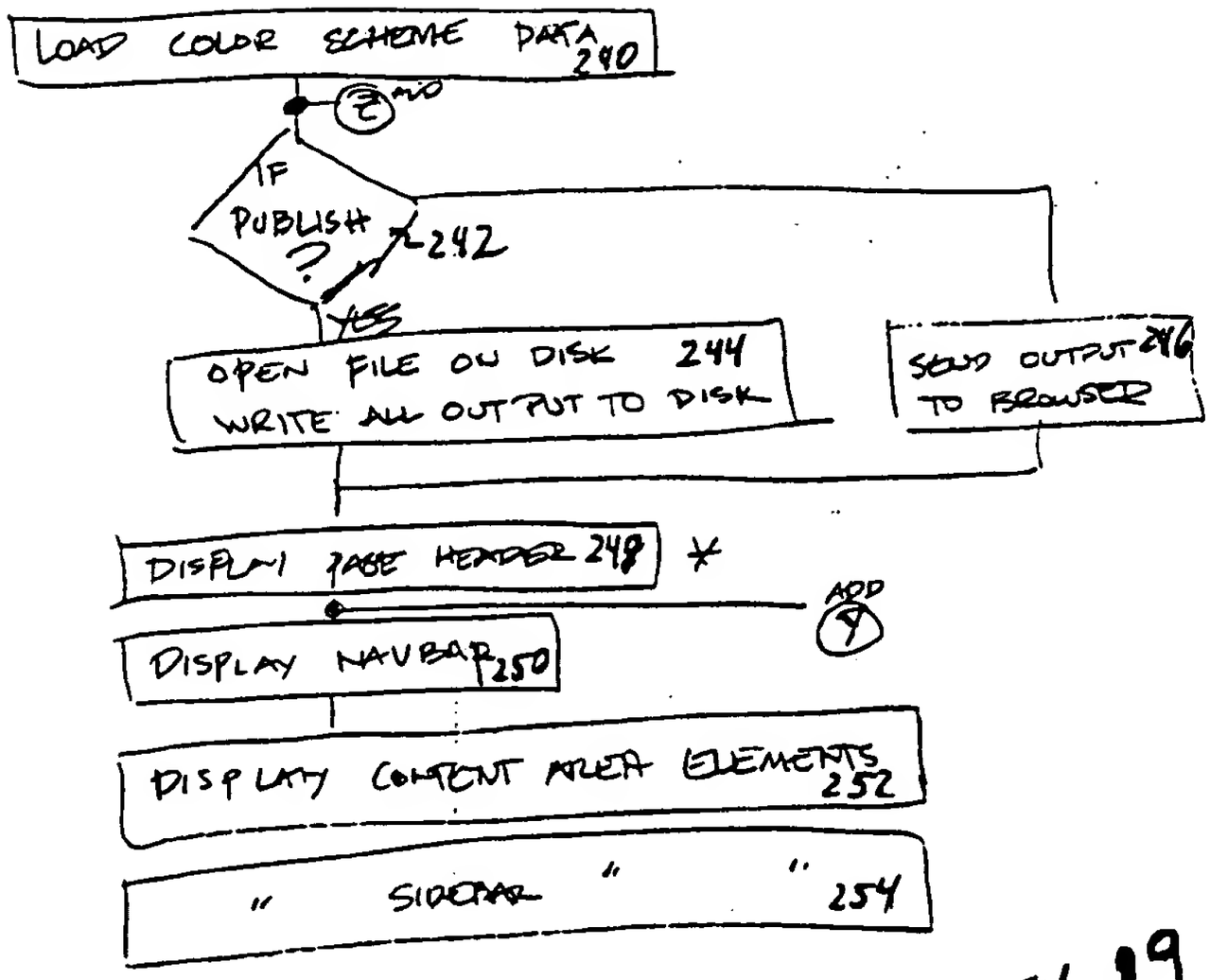
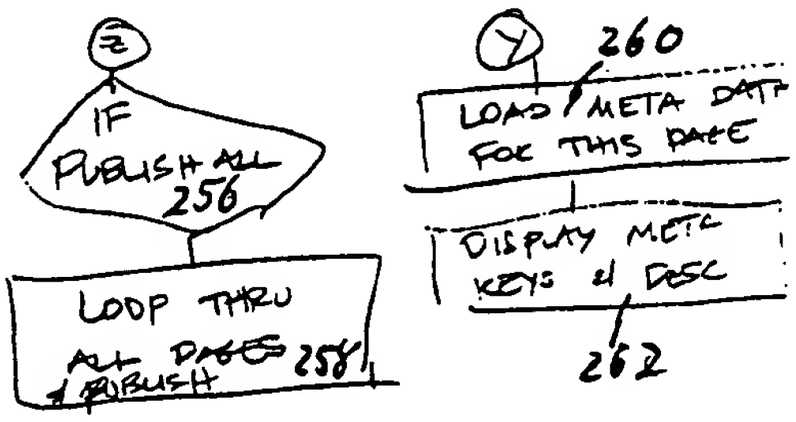


Fig. 19

NOTE:
EACH ELEMENT HAS UNIQUE DATA TO LOAD & UNIQUE APPEARANCE



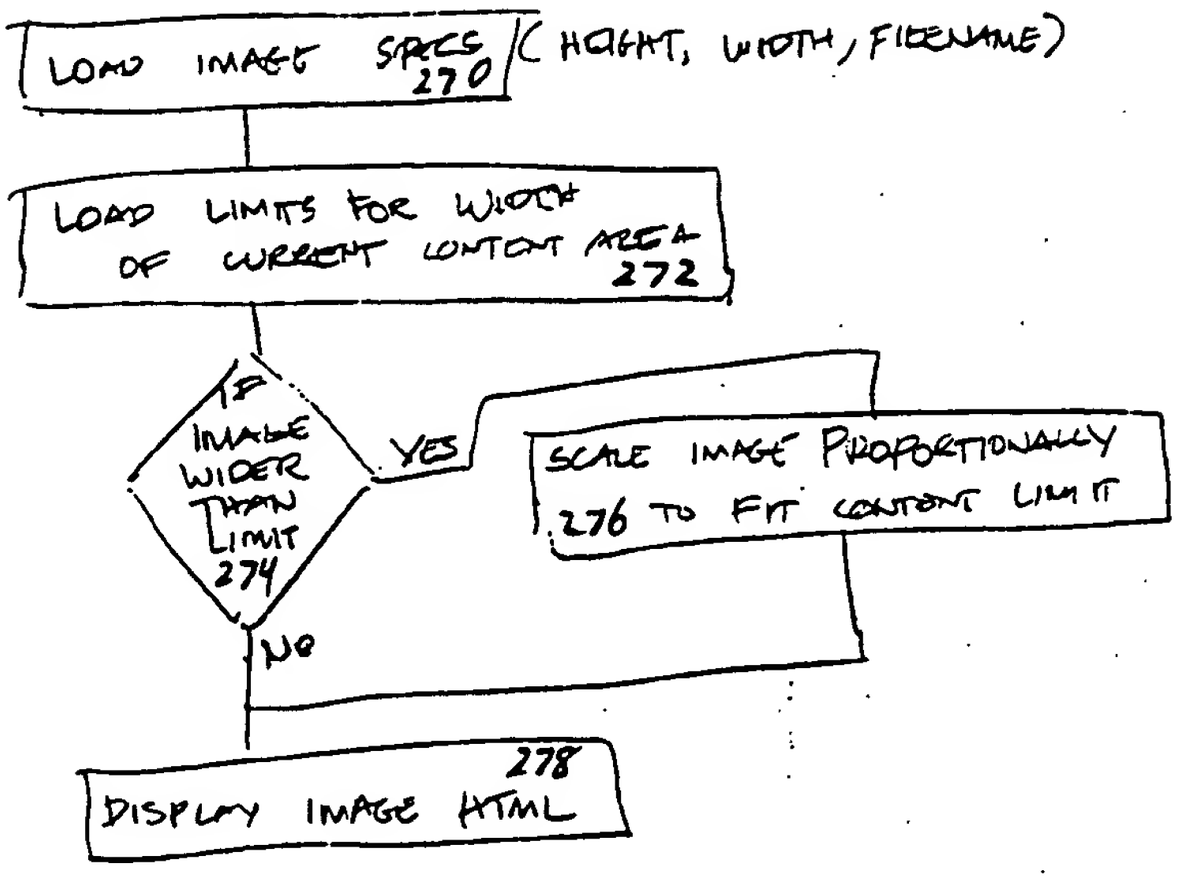


FIG. 20

– EACH CONTENT AREA HAS A WIDTH LIMIT

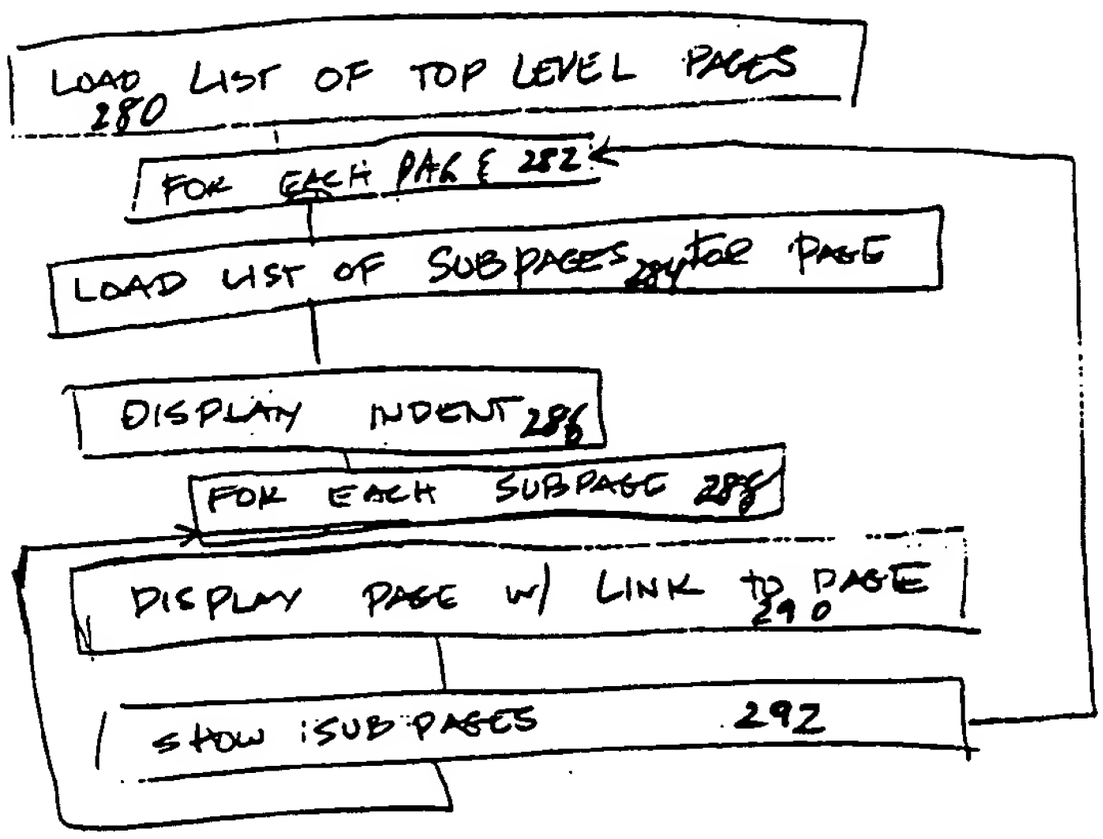


Fig. 21

- LOOPS THRU SUBPAGES FOR EACH PAGE TO DEEPEST LEVEL, SHOWING ALL PAGES.
- EACH LEVEL IS INDENTED FROM LEVEL ABOVE

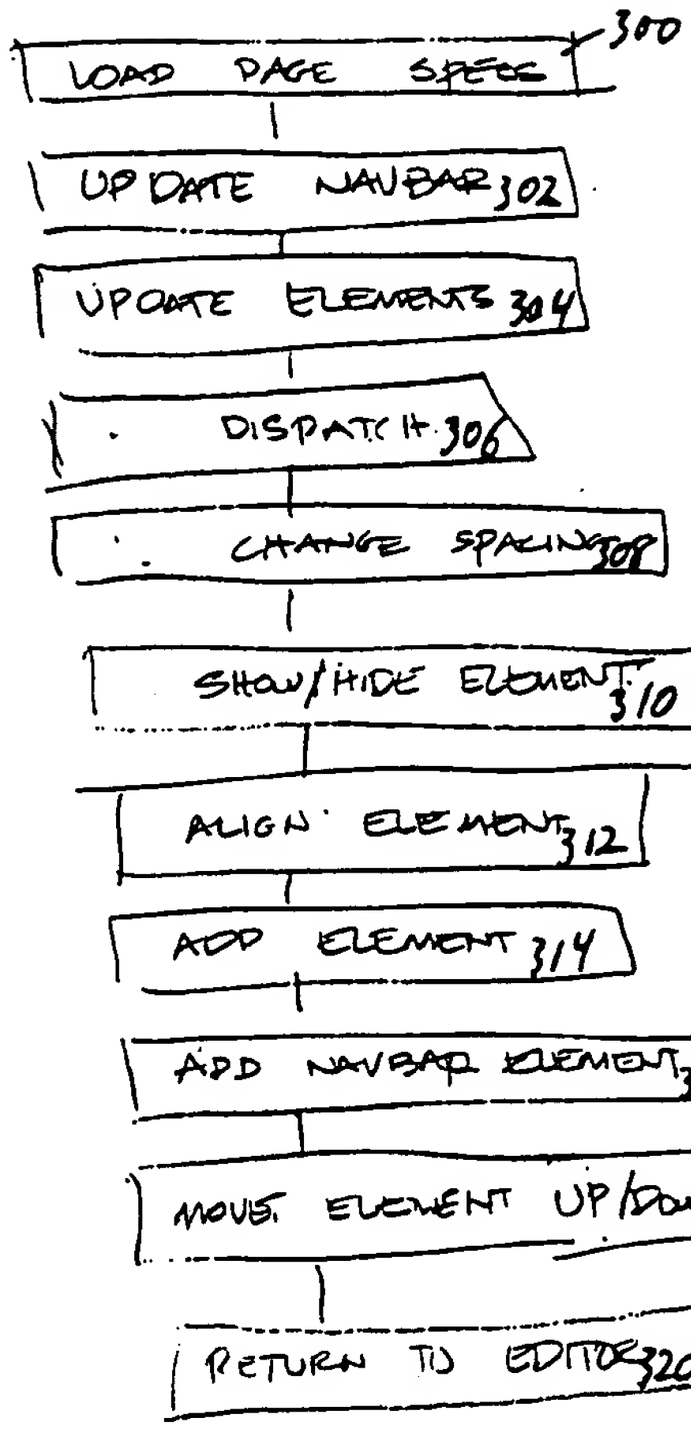


FIG. 22

- EACH STEP HERE IS SUBROUTINE,
- OTHER THAN UPDATE OF TEXT, ONLY ONE ACTION IS NORMALLY CALLED FOR.

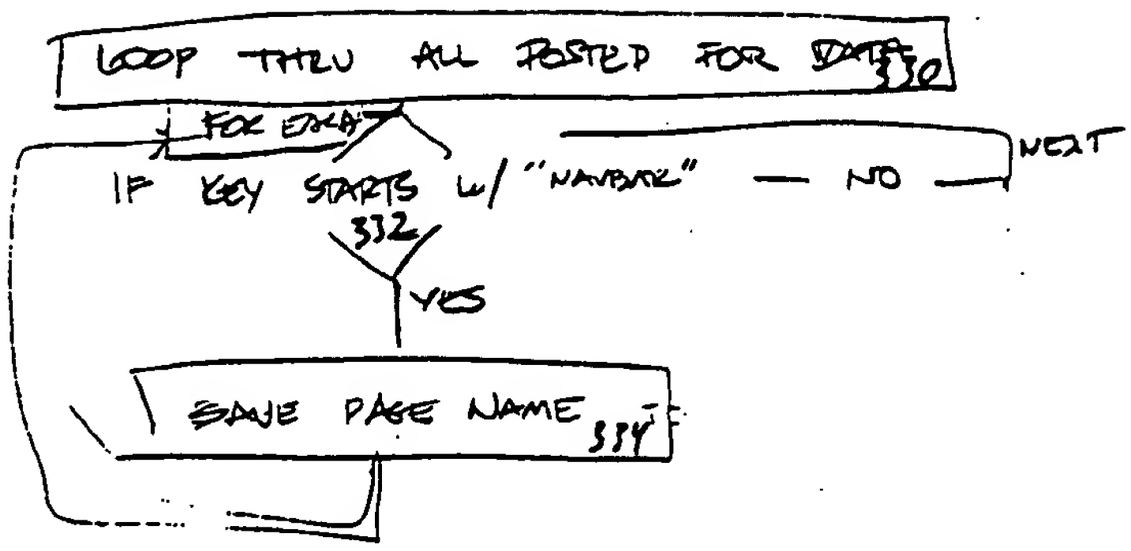

LOOP THRU ALL POSTED FOR DATE
330
FOR EACH
IF KEY STARTS W/ "NAVBAR" — NO — NEXT
332
YES
SAVE PAGE NAME
334

FIG. 23

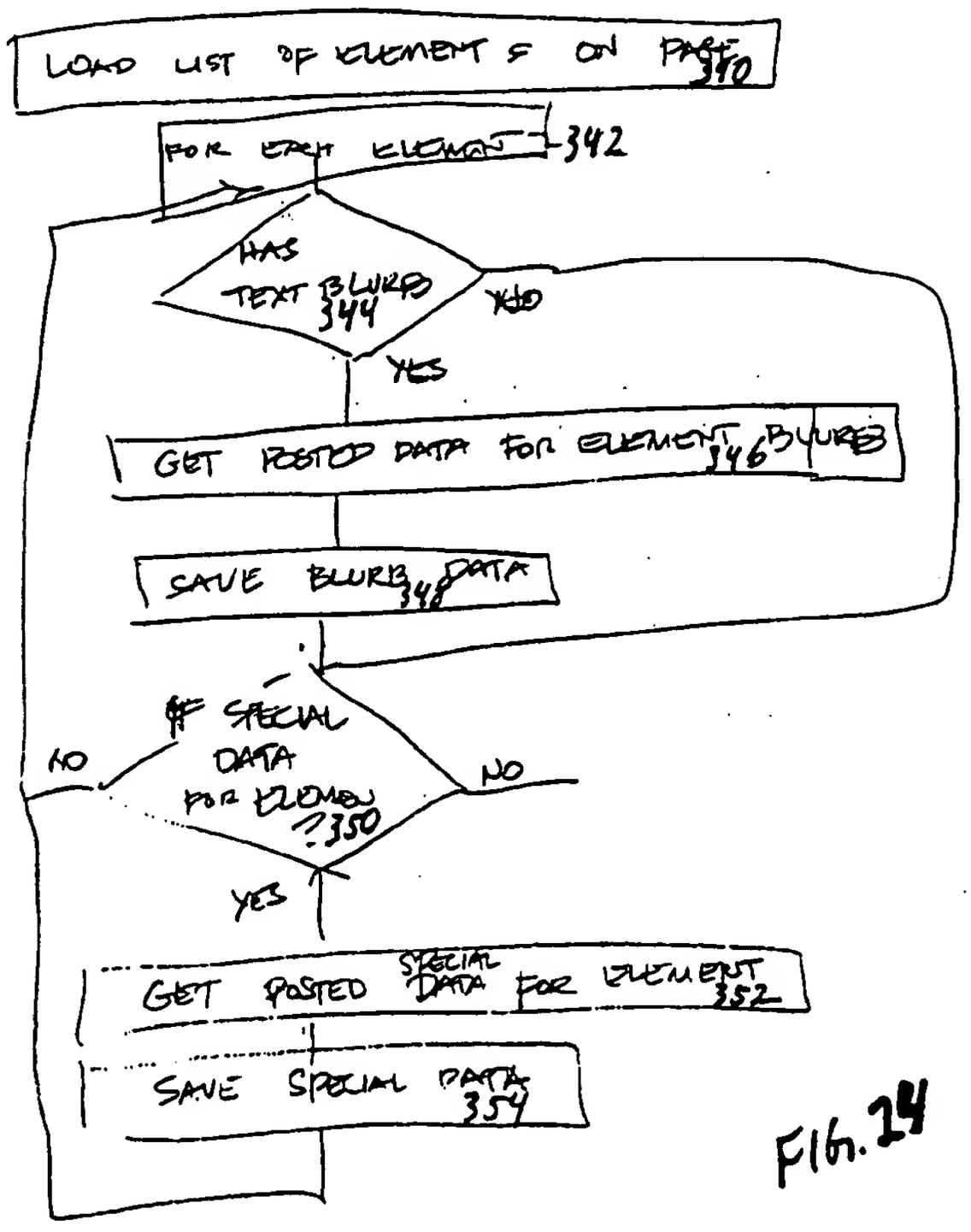

LOAD LIST OF ELEMENTS ON PAGE 340
FOR EACH ELEMENT 342
HAS TEXT BLURB 344
NO
YES
GET POSTED DATA FOR ELEMENT 346 BLURBS
SAVE BLURB 348 DATA
IF SPECIAL DATA FOR ELEMENT ? 350
NO
NO
YES
GET POSTED SPECIAL DATA FOR ELEMENT 352
SAVE SPECIAL DATA 354

Fig. 24

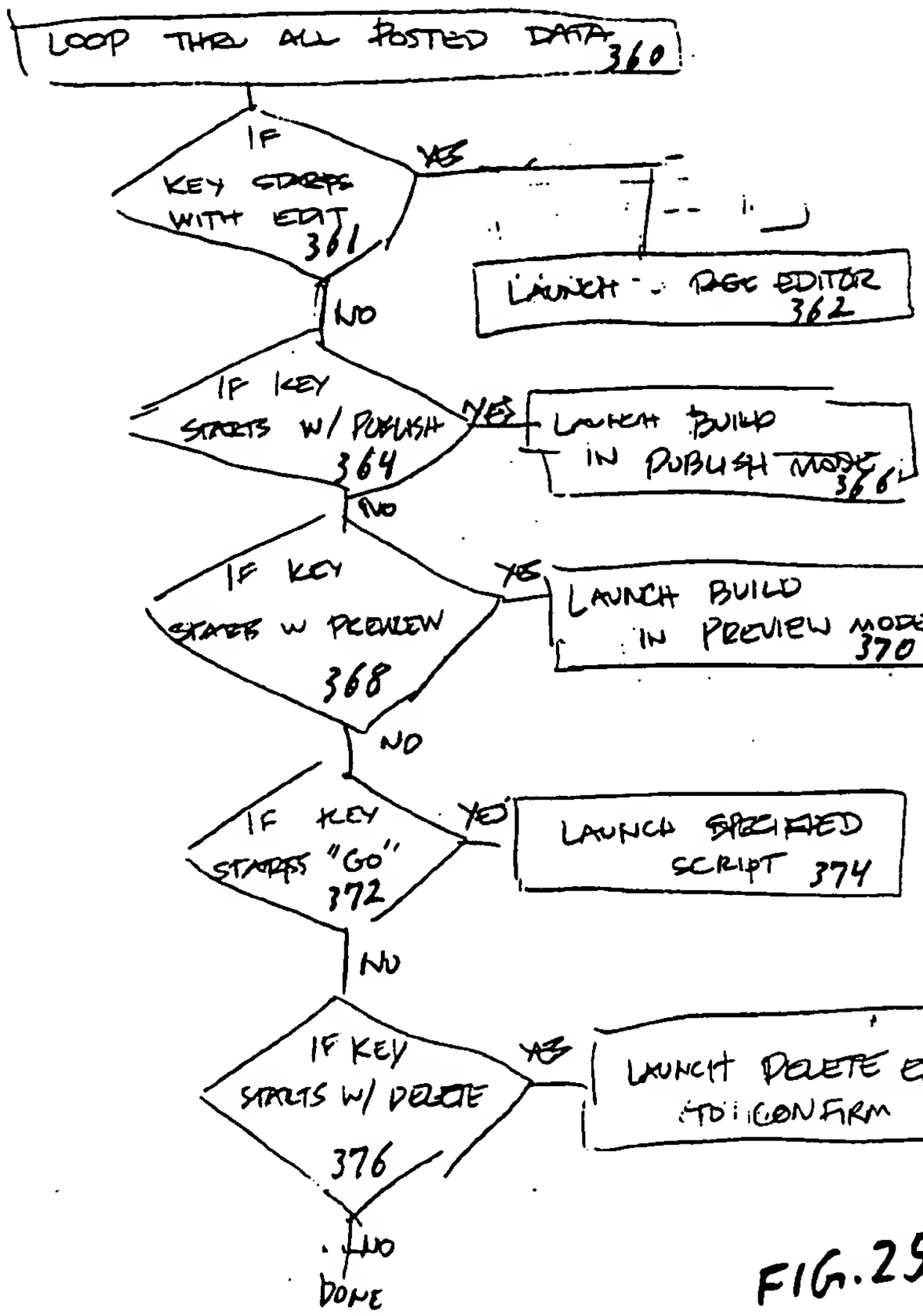

LOOP THRU ALL POSTED DATA 360
IF KEY STARTS WITH EDIT 361
YES
LAUNCH PAGE EDITOR 362
NO
IF KEY STARTS W/ PUBLISH 364
YES
LAUNCH BUILD IN PUBLISH MODE 366
NO
IF KEY STARTS W PREVIEW 368
YES
LAUNCH BUILD IN PREVIEW MODE 370
NO
IF KEY STARTS "GO" 372
YES
LAUNCH SPECIFIED SCRIPT 374
NO
IF KEY STARTS W/ DELETE 376
YES
LAUNCH DELETE ELEMENT TO CONFIRM 378
NO
DONE

FIG. 25